



ATTENDING ITB ASIA 2021

Safe Management Measures for ITB Asia in October 2021

The ITB Asia Team is looking forward to welcoming you at ITB Asia 2021 happening on 27 – 29 October 2021. The event is set to take place physically at Sands Expo & Convention Centre.

We wish to share with you some updates on Singapore's business travel rules and answer some key questions you may have about attending the tradeshow.

Background

Last 25 – 26 November 2020, the Singapore Tourism Board (STB) and ITB Asia organised TravelRevive, the first major international travel tradeshow to take place physically in Asia Pacific during COVID-19, with both local and foreign attendees and exhibitors.

Leading the way with rigorous protocols and innovative solutions for the end-to-end visitor journey, TravelRevive was the first pilot tradeshow to trial the newly developed 'hybrid event' tradeshow prototype for safe business events, safe itineraries, and digital enablers in Singapore. Safe itineraries were specially curated for all delegates to offer them an assurance of safety, and cater experiences that are authentic, bespoke and personalised.

Drawing from the lessons and experience from TravelRevive, the ITB Asia Team will ensure a tradeshow with robust safe management measures in place to provide a safe environment for all ITB Asia attendees. We continue to work closely with the Singapore Tourism Board to obtain the latest updates and refine our processes to instil the greatest confidence possible in our attendees.

We look forward to welcoming you to Singapore in October 2021.

Frequently Asked Questions

1) Q: Can visitors, exhibitors and buyers travel to Singapore to attend ITB Asia?

A: ITB Asia 2021 is set to be among the various business events with an international audience to help pave the way for the gradual resumption of larger-scale tradeshows and leisure travel in Singapore. The ITB Asia Team will work with the Singapore Tourism Board to facilitate the entry of short-term international MICE travellers to attend ITB Asia 2021 in Singapore. Health and safety measures will be put in place these attendees.



2) Q: Will the ITB Asia team be able to assist with regards to my entry in Singapore?

A: Depending on an attendee's country of origin, various methods under the Safe Travel Lanes introduced by the government, may be used to enter Singapore. For more information about these you may visit this [link](#).

The ITB Asia Team will work with the Singapore Tourism Board and relevant authorities to facilitate entry for international attendees who need further assistance. We will inform attendees of the necessary documents required by the government to facilitate their entry to Singapore, subject to approval.

3) Q: Do attendees have to serve 14-day Stay Home Notice (SHN) to attend ITB Asia 2021?

A: Under the Ministry of Health's current guidelines, selected groups of travellers are allowed to enter for essential business, official or work purposes and will not be required to serve SHN. However, they are required to undergo COVID-19 tests during their stay, including before departure and upon arrival, and to follow a strict controlled itinerary limiting interactions with the wider community for the first 14 days.

4) Q: What are the Safe Management Measures (SMM) in place at ITB Asia 2021?

A: Here are some of the key SMMs:

- a. Dedicated transport provided for overseas attendees upon arrival and departure at Changi Airport and between locations within the event itinerary.
- b. All attendees are required to download the TraceTogether mobile app for contact tracing and Safe Entry purposes.
- c. All attendees are required to practise 1 metre safe distancing between individuals at all times.
- d. Temperature screenings will be conducted at venue and event entrances.
- e. All attendees are required to wear a face mask at all times, except when drinking and eating.

**Important: The above guidelines are subject to changes as the COVID-19 situation develops globally.*

Contact the ITB Asia Team

You may contact the ITB Asia Team directly for any question at **+65 6635 1188**. For general enquires, you may email us at info@messe-berlin.asia. You may also reach us with your specific questions at:

Exhibitor Enquiries exhibitor@itb-asia.com	Buyer Enquiries buyer@itb-asia.com	Visitor Enquiries visitor@itb-asia.com	Media Enquiries media@messe-berlin.asia
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