

**ITB Asia 2019**  
**16-18 October 2019**

**PRESS RELEASE**

**ITB Asia 2019 introduces new Buyers Elite Partner Programme**

- *Under the new initiative, ITB Asia will provide complimentary hosting to partners that recommend 15 successful buyers to attend the show*
- *The show has seen an increase in number of MICE buyers following launch of MICE Show Asia earlier this year*
- *About 35% more approved buyers are set to attend ITB Asia 2019*

**Singapore, 25 June 2019** – ITB Asia, 'Asia's Leading Travel Trade Show', has introduced a new Buyers Elite Partner Programme (BEPP). Under the new initiative, with every partner that recommends 15 successful buyers to attend the show, ITB Asia will provide complimentary hosting. This gives partners a platform to develop stronger trade ties with recommended buyers and secure more business opportunities together.

To uphold the quality of buyers at this year's show, ITB Asia has been working closely with industry partners old and new, from the MICE, Corporate and Leisure segments. Corporate partners this year include the Association of Corporate Travel Executives (ACTE), new partner Corporate Travel Management (CTM), and the United Networks of International Corporate Event Organisers (UNICEO). ACTE will be returning with its Corporate Travel Day once more this year, while CTM will be hosting a conference for corporate travel, providing curated content for the corporate buying segment to learn and network with industry leaders.

Larry Lo, Chief Executive Officer of CTM Asia, said, "At CTM, we seek to remain at the forefront of travel management services. We are partnering with ITB Asia this year to showcase how our innovative technology helps us to provide personalised services and a positive return on investment for our customers – an advantage that ensures we stay ahead of the changes that are sweeping the travel sector."

Visit Finland, Korea Tourism Organization, Singapore Tourism Board and new partner, the Universal Federation of Travel Agents Association (UFTAA), have also been listed as BEPP partners for the event under the leisure segment.

**Boost in number of MICE partners and buyers following launch of MICE Show Asia**

In addition to corporate and leisure partners, ITB Asia has experienced a boost in partners from the MICE segment. With the launch of the new MICE Show Asia to take place alongside ITB Asia this year, it has attracted a pool of quality MICE buyers to attend the show. MICE partners under BEPP include the likes of Advantage Meetings and Events, EVINTRA, Helmsbriscoe, who will be bringing the largest contingent of MICE buyers this year, Korea MICE Association (KMA), Penang Convention & Exhibition Bureau (PCEB), Philippines Association of Convention Exhibition Organisers and Suppliers (PACEOS), and the Professional Convention Management Association (PCMA), who is taking part for the first time.

"PCMA is excited to be partnering ITB Asia at their inaugural MICE Show Asia," says Antonio Codinach, Regional Business Director for PCMA in APAC. "We believe that MICE Show Asia

**Organised by:**



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**Press contacts:**

**ITB Asia/MICE Show Asia 2019**

**PR Contact**

Seah Ling Hui / Michelle Lai / Josephine Wong  
Klareco Communications  
Singapore  
Phone: (+65) 6333 3449

will deliver that platform - to bring the community together to learn and network – and through the education sessions curated by PCMA, we hope to share the knowledge to help spark ideas and discussions within the growing BE sector in Asia.”

[List-ITBAsia@klarecocomms.com](mailto:ITBAsia@klarecocomms.com)

Buyers that have registered to attend the show include established MICE planners such as MEP Meeting & Exhibition Planners, Nuskin, Philips, as well as professional associations such as the International Financial Cryptography Association, International Society for Professional Innovation Management and International Society for Fibrinolysis and Proteolysis.

**For additional details**

<http://www.itb-asia.com/>

<http://www.miceshowasia.com/>

### **Increased number of buyers from diverse market**

Building on the success of 2018’s Buyers Programme, this year’s ITB Asia has already seen about 35% increase in approved buyers. Buyers are coming from across the world but specifically from high-growth markets such as Southeast Asia, China and India.

**For enquiries**

[exhibitor@itb-asia.com](mailto:exhibitor@itb-asia.com)

[enquiry@MICEshowasia.com](mailto:enquiry@MICEshowasia.com)

“As the leading travel trade show, we want to provide a dynamic and diverse platform for our stakeholders to forge strong business relationships. We are pleased to have attracted a greater number of buyers to this year’s show, specifically from markets which have shown to have huge growth potential in travel and tourism. By working closely with our exhibitors and through the new Elite Partner Programme, we hope to spur more business opportunities for both parties,” said Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of ITB Asia.

For more information on ITB Asia 2019, visit <http://www.itb-asia.com/>

For more information on ITB Asia’s Buyers Programme, visit: <https://www.itb-asia.com/buyers-programme>

For more information on MICE Show Asia 2019, visit <https://www.miceshowasia.com/>

### **About ITB Asia 2019**

ITB Asia 2019 will take place at the Sands Expo and Convention Centre, Marina Bay Sands, from 16 - 18 October 2019. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The annual three-day B2B trade show and convention will feature hundreds of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa and the Middle East, covering not only the leisure market, but also MICE and corporate travel. Exhibitors from every sector of the industry, including destinations, airlines and airports, hotels and resorts, theme parks and attractions, inbound tour operators, inbound DMCs, cruise lines, spas, venues, other meeting facilities and travel technology companies are all expected to attend.

Now in its twelfth year, ITB Asia is the premier meeting place for the travel trade industry for forging new partnerships and strengthening existing business relationships with the most important players in the region. Last year’s edition saw its huge success with over 1,000 exhibitors, over 1,000 quality buyers, more than 7,000 minutes of conference, more than 11,000 attendees and more than 25,000 business appointments were made.

### **About MICE Show Asia 2019**

MICE Show Asia 2019 will take place at the Sands Expo & Convention Centre at Marina Bay Sands, Singapore from 16-18 October 2019. MICE Show Asia is where the incentive travel, meetings and events industries come together to connect and build the future of MICE. The annual three-day business-to-business trade show

and convention will feature industry suppliers, meetings & events professionals to up-and-coming MICE innovators from a wide range of disciplines, sectors and all levels of seniority.

The show is co-located with ITB Asia 2019, now in its twelfth year. Last year's edition saw huge success with over 1,000 exhibitors, over 1,000 quality buyers, more than 7,000 minutes of conference, more than 11,000 attendees and more than 25,000 business appointments. It is organized by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau.

### **Information About the Data Protection Law**

Under the data protection law the organisation responsible for this email is Messe Berlin GmbH, Messedamm 22, 14055 Berlin, represented by its management: Dr. Christian Göke (CEO), Dirk Hoffmann; Chairman of the Supervisory Board Wolf-Dieter Wolf; Data protection officer: postal address as for Messe Berlin GmbH, email: [datenschutz@messe-berlin.de](mailto:datenschutz@messe-berlin.de). The email address used for the dispatch of this information has been obtained for the purpose of sending press releases. Section 6, Subparagraph 1, Letter f, DSGVO forms the legal basis for this purpose and for the dispatch of press releases to press representatives. The justified interest is that of notifying media representatives about current and future trade fairs and similar events. This email address will not be passed on to third parties. You may remove your email address from the press mailing list at any time.