

**ITB Asia 2023
PRESS RELEASE**

Travel Meet Asia 2023 to Connect Malaysia and Southeast Asia Buyers with Global Suppliers

Travel Meet Asia (TMA) 2023 is held on 7-8 June 2023 in Kuala Lumpur, with a strong focus on Malaysia's travel market. The B2B trade show is happening as a live event for the first time since 2019. With exhibitors representing over 20 different destinations, international buyers, over 30 conference speakers, and hundreds of business appointments, TMA 2023 is on track for a strong live comeback.

Singapore, 31 May 2023 – Travel Meet Asia (TMA) 2023 is taking place on **7-8 June 2023**, targeting Malaysia as its major focus. **The event in Kuala Lumpur will be held live** for the first time since 2019. The show provides the platform for travel industry players to break into new market, gather industry insights and explore the possibilities that the region has to offer.

This year's TMA features **exhibitors from over 20 different destinations including Maldives, Phuket, Miami, Western Australia, Singapore, Jordan, Iceland, India, Georgia and Herzegovina, Czech Republic, Indonesia, UAE, Gold Coast, Cambodia and Malaysia**, who will be showcasing their products and services to **more than 200 attendees** in **Leisure, MICE, and Corporate travel segments**.

TMA boasts a traditionally **diverse buyer portfolio**, this year's edition will bring about **around 50% of guests from Malaysia and other Southeast Asian countries**, the rest representing the **global clientele**. Intense business matchmaking and networking, sharing and exchanging insights at conference panels, and direct B2B contacts at TMA will contribute to **the revitalisation of the region's travel market in 2023**.



Photo credit: ITB Asia

The **conference program** for TMA 2023 features more than **30 world-class industry speakers**. During the two days, the conference attendees will exchange expertise and share their industry insights on key topics revolving around the themes of Market Overview and Trends; Travel & Destination Marketing; Hotels & Alternative Accommodations; MICE & Corporate Travel; Travel Technology; Transportation & Logistics.

Cleland Robertson, Country Director, Malaysia & Brunei at Agoda will deliver the keynote speech **'Redefining Travel in an Ever-Changing World'**. Other conference highlights include **Richard Soo**, Chief Guru @ Creative Marketing (Managing Director) at MEP Meeting & Exhibition Planners, presenting his vision of **'MICE Reimagined – The New Growth Indicators and Opportunities Ahead'**; **Fazal Bahardeen**, CEO at CrescentRating & HalalTrip, and his overview of **'Growing Asia's Halal Travel Market'**;



Events/ Communities:



Press Contacts:
Messe Berlin GmbH
Emanuel Höger
Spokesman
Senior Vice President
Corporate Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
www.messe-berlin.com
Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

**ITB Asia / ITB Berlin /
ITB China / ITB India**
Julia Sonnemann
PR Manager
Messedamm 22
14055 Berlin
T: +49 30 3038-2269
julia.sonnemann@messe-berlin.com
www.messe-berlin.com

For additional details
www.travelmeetasia.com
www.itb-asia.com
www.miceshowasia.com
www.traveltechasia.com

For enquiries
info@messe-berlin.asia

and **'Hotel Leaders' Fireside Chat: Building Resilience in the Hospitality Industry'** with **Datin Christina Toh**, President of Malaysian Association of Hotels (MAH), and **Yap Lip Seng**, CEO at RIYAZ Hotels & Resorts, as leading speakers.

To register for a trade visitor pass, visit <https://www.travelmeetasia.com/visitor>.

TMA paves the way towards ITB Asia 2023 - Asia's leading travel trade show to be held in October in Singapore. TMA will be back in May 2024, Jakarta, Indonesia.

About Travel Meet Asia

The Travel Meet Asia (TMA) was launched by Messe Berlin (Singapore) Pte Ltd in 2019 at regional locations within Asia. Originally organised as a conference and a networking event, TMA had since expanded to a B2B trade show with exhibitions, conferencing, and networking opportunities for the travel trade. TMA brings forth opportunities for buyers and sellers to unlock key potentials in specific source markets or regions.

About ITB Asia

ITB Asia, Asia's leading travel trade show, is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The annual 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 expected to attend.

ITB Asia is the premier meeting place for the travel trade industry to forge new partnerships and strengthen existing business relationships with the most important players in the region.

About ITB Global Brand Family

For more than 50 years the name ITB has stood worldwide for industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person or hybrid format alike. The ITB global brand family follows the trend of leading trade shows returning to their pre-pandemic on-site formats and locations in 2023. ITB China, the marketplace for China's travel industry, is scheduled for 12- 14 September in Shanghai. ITB Asia in Singapore, which takes the broader regional market into scope, returned as an in-person show last year and will be held again in Singapore from 25- 27 October 2023. ITB Berlin, the world's leading B2B trade show for the travel industry, is taking place from 5-7 March 2024, followed by ITB India later in 2024.