

**ITB Asia 2020**  
**21-23 October 2020**

**PRESS RELEASE**

**ITB Asia Virtual kicks off with the launch of ITB Community**

*ITB Community to host this year's ITB Asia Virtual and is a brand-new platform that supports travel professionals internationally to connect and be engaged*

**Singapore, 13 August 2020** – Messe Berlin (Singapore) today announced the launch of [ITB Community, in Asia \(ITB Community\)](#). ITB Community will offer a comprehensive user experience, virtual events (including the upcoming ITB Asia Virtual, which takes place from 21-23 October 2020) with business networking opportunities, and knowledge exchange with expansive interactive content for community members to leverage on.

Being the unique platform of its kind for the travel trade industry in Asia, ITB Community will also see through a year-long engagement programme for all travel and tourism stakeholders, free of charge for its inception year. ITB Community will leverage on ITB Asia's global database of travel suppliers and buyers to virtually continue their conversations and to contribute best practices and content for the travel trade to navigate the recovery of tourism.

"As the leading travel and trade show in Asia, we remain committed to building a stronger community to support recovery and restore confidence in travel. We made the bold decision to ensure that the show still goes on and provide meaningful conversations that have always been associated with our physical events, while fully leveraging the benefits of a digital platform. We are proud to announce the launch of ITB Community for sellers to remain connected with buyers. They will also be able to expect high-level discussions from the robust conference programme we have become synonymous with. In addition, ITB Community will welcome all in the ecosystem and attendees can continue to look forward to establishing the same high-quality customer contacts and conducting business with each other," shared **Ms Katrina Leung, Managing Director, Messe Berlin (Singapore)**, organiser of ITB Community.

**ITB Community to virtually host and recreate the ITB Asia experience**

As part of moving the stage virtual, ITB Asia Virtual will be hosted on ITB Community. This platform will create an avenue for engagement between buyers, suppliers, and industry players. Attendees can look forward to networking possibilities and hearing from a line-up of expert speakers from across the travel industry.

ITB Community also makes available content and resources for a seamless transition to an online stage. For the coming ITB Asia virtual event in October, the platform will include features such as:

- **Community Activity Feed** – An interactive social networking page to share latest insights, articles and participate in group discussions.
- **Business Matching** – Live platform to exchange business contacts and schedule virtual appointments. Delegates can benefit from business appointment via social video and messaging functions.
- **Conference** – A robust line-up of key industry speakers with thought-providing insights or showcases of innovative technology and solutions.



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- **Supplier Directory** – A comprehensive view of all suppliers, such as company profiles, product resources and downloadable articles.
- **Knowledge Library** – Resource library of trade articles, white papers on travel destinations, research reports and content by industry bellwethers and trade partners.
- **On-demand Videos** – Access to exclusive videos from virtual events or industry contributors.

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

**For additional details**  
<http://www.itb-asia.com>

<http://www.miceshowasia.com>

<http://www.traveltechasia.com>

<https://www.itb-india.com>

<https://www.itb-asia.com/itb-community>

<https://www.travelmeetasia.com>

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### **ITB Community unveils Travel Meet Asia series of events**

In addition to this year's virtual shows happening on the ITB Community platform, for the first time, attendees can anticipate a year-long engagement through a line-up of exclusive virtual events under the **Travel Meet Asia series**. Each event will be dedicated to specific topics and markets relevant to the travel industry.

Similar to the Business Matching functions of ITB Asia Virtual, the Travel Meet Asia events will also allow businesses and buyers to connect virtually through the platform's integrated business matching and communication tools, such as a messaging board and video call functions.

ITB Community will host a year-long set of virtual events with the following schedule:

#### **ITB Asia and ITB India**

21-23 Oct 2020 ITB Asia Virtual Event  
 7-9 April 2021 ITB India Live & Virtual Event (Hybrid)

#### **Travel Meet Asia Series**

Dec 2020 Travel Meet Asia - South Asia  
 Feb 2021 Travel Meet Asia - South East Asia  
 Jun 2021 Travel Meet Asia - MICE & Corporate  
 Aug 2021 Travel Meet Asia - Northeast Asia

The ITB Community platform will be made available and free for access from 12 Aug 2020 and will serve as a value-add to all confirmed exhibitors of ITB Asia 2021<sup>1</sup>. Exhibitors, buyers and visitors who are interested in registering or sponsoring can reach out to [info@messe-berlin.asia](mailto:info@messe-berlin.asia) for more details.

ITB Community is now live and open for subscribers on [itb-community.com](http://itb-community.com). Details of the virtual platform can be found in a brochure available for download on <https://bit.ly/ITBA2020ITBCommunity>.

For more information on ITB Asia Virtual 2020, visit [www.itb-asia.com](http://www.itb-asia.com)  
 For more information on ITB Community 2020, visit [www.itb-asia.com/itb-community](http://www.itb-asia.com/itb-community)

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<sup>1</sup> Exhibitors who have confirmed their participation for 2021 edition on or before 15 September 2020

## Appendix



*(The ITB Community virtual platform)*

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### **ITB Asia, MICE Show Asia and Travel Tech Asia 2021**

The ITB Asia, MICE Show Asia and Travel Tech Asia live event will be rescheduled to next year, **27 – 29 October 2021**, at **Sands Expo & Convention Centre, Singapore**. To register for the 2021 edition, please visit the link [here](#).

#### **About ITB Asia**

ITB Asia 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.

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. ITB Asia's 2019 edition saw huge success with over 1,300 exhibitors, over 1,250 quality buyers, more than 7,000 minutes of conference and more than 13,000 attendees.

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

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 featured 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.

## **About Travel Tech Asia**

Organized by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau, the inaugural three-day conference will feature leading travel brands and innovative start-ups to attendees from all levels of seniority across a wide range of disciplines and sectors in the travel industry. The conference will be co-located with ITB Asia and MICE Show Asia.

## **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.