

ITB Asia 2020
21-23 October 2020

PRESS RELEASE

**Reinventing Travel in The New Normal:
ITB Asia 2020 Virtual Theme and Keynote Speakers Revealed**

ITB Asia has announced the theme and keynote speakers for this year's virtual event on 21 – 23 October 2020

Singapore, 9 September 2020 – Organiser of ITB Asia 2020 Virtual today revealed *Reinventing Travel in the New Normal* as the theme for this year's virtual event. The three-day, 120-session themed agenda has been specially curated to help travel industry professionals navigate through the current challenges and prepare for the industry's recovery.

The virtual event next month will see travel industry professionals around the world connect to share ideas and plans that will shape the next decade of travel in a post-pandemic world. The virtual event will be hosted on [ITB Community](#), which has over 1,500 community members and over 400 buyers subscribed till date, since the launch 2 weeks ago.

Ms Katrina Leung, Managing Director, Messe Berlin (Singapore), organiser of ITB Asia, states, "We are proud to announce the theme of this year's virtual event, which will provide the foundation for the travel industry as it moves towards recovery. We truly believe that ITB Asia will play a fundamental role in shaping the future of travel in the new normal. Enabling participants to connect virtually allows for seamless knowledge sharing at a pivotal point in the travel industry's history. Till date, we've over 100 confirmed exhibitors registered for ITB Asia 2020 Virtual."

Keynote sessions this year will highlight the emerging trends the travel industry should consider as they continue to navigate COVID-19. Speakers will also address industry's best practices, business innovations, industry know-how and professional tips on how to adopt the mindset of industry leaders when navigating through challenges.

Industry-leading keynote speakers this year include:

- **Angel Llull Mancas**, Vice President & Managing Director, Asia Pacific, **Booking.com**;
- **Hermione Joye**, Sector Lead, Travel and Vertical Search APAC, **Google**;
- **Deep Kalra**, Chairman & Group CEO, **MakeMyTrip**;
- **Axel Hefer**, Managing Director & CEO, **trivago**; and
- **Ben Drew**, President, **Viator**.

Said **Angel Llull Mancas**, Vice President & Managing Director, Asia Pacific, **Booking.com**, "Despite challenging times, I'm heartened that our industry continues to rally together as one strong community - to share global learnings and insights, support industry recovery and restore consumer confidence in travel. As we emerge from this global pandemic, our world and industry will undoubtedly be different, but one thing is for certain - travel and the desire to explore and experience our world will remain fundamental to people's lives. I look forward to sharing how Booking.com continues to stay agile and adaptable today, leveraging the power of our innovation, technology and tools to better support and enable our partners and customers."

Over the course of the three-day event, sessions will address six core themes:



Organised by:



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Corporate Travel

Thinking outside the box is critical when it comes to the future of corporate travel, and this series of conferences will urge participants to challenge their approach to “business as usual”. Key speakers will include **Tobias Ragge**, CEO of **HRS Group**, who will cover *The new prospects for Corporate Travel*, and **Brett Thomson**, General Manager, Corporate Travel, **TAG**, who will discuss *Building a better solution for International Mobility*.

www.traveltechasia.com

www.itb-india.com

www.itb-community.com

www.travelmeetasia.com

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MICE Show Asia

Rethinking the MICE industry will be encouraged in this series of conferences, and participants will be challenged to question their familiar and comfortable approach to everything MICE. Key speakers will include **Matthias Schultze**, Managing Director, **German Convention Bureau (GCB)** who will share *What's next in the constantly changing business events industry*, and **Edward Koh**, Executive Director, Conventions, Meetings & Incentive Travel, **Singapore Tourism Board (STB)**, who will also discuss *Doing MICE business in the New Normal*.

Travel Tech Asia

The role of technology in travel is more important than ever before. This conference series will explore what technologies will define the future of travel, as well as those tech trends that are taking off now and helping to keep the industry moving. **Oliver Dlouhy**, Co-Founder & CEO, **Kiwi.com** will consider *COVID-19 as a fast track to fully digital travel distribution* and **Richard Harris**, Founder & CEO, **<intent>** who will discuss the future of AI in travel in his keynote *You can't predict the future of travel. But the machine can*.

Destination Marketing

This conference series sees national tourism boards, destination agencies and marketing experts come together to discuss how to adapt strategies to serve customers in the new normal. **Nicola Eliot**, Vice President, BBC StoryWorks APAC, **BBC Global News** will consider *How to create the right stories at the right time to reach out to an audience dreaming of travel*.

Hotel Revenue and Distribution

Hoteliers and those in related fields will share thoughts on how hotels and accommodation can adapt to the current situation as well as how to stay strong during this time. **Allen Law**, CEO, **Park Hotel Group** will discuss *Navigating the crisis and beyond: Rebound, Recession & Reimagination* and **Jennifer Li**, EVP & Chief Business Officer, **Tujia** will consider *How to revive homestays after the pandemic?*

Tours, Attractions and Activities

Participants will share thoughts and insights on how the COVID-19 pandemic has shaped the way the travel industry sees customers and businesses in the tours and activities market. **James Thornton**, CEO, **Intrepid Travel** will host a speech on the tour operators of the future, and **Claudio Bellinzona**, Co-Founder & COO, **Musement** will discuss *What tours & activities companies can do to prepare for re-opening and recovery*.

Attendees will have the opportunity to attend over 120 virtual conference sessions led by more than 120 expert speakers from 21 – 23 October 2020. For more information visit <http://bit.ly/ITBAsia2020ConferenceAgenda>

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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. 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.