

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

**PRESS RELEASE**

**ITB Asia Unveils Latest Conference Theme: “Bold Thoughts, Bold Moves”**

- *2019 Conference agenda will focus on the new trends that are revolutionising the future of travel*
- *Industry heavy weight speakers from both established leading brands and emerging players to debut at the coming show*
- *More than 260 speakers and over 100 sessions*

**Singapore, 23 July 2019** - ITB Asia, 'Asia's Leading Travel Trade Show', is set to deliver another year of thought-provoking and inspiring content to industry practitioners as part of its conference programme. Themed *'Bold Thoughts, Bold Moves'*, the conference will bring together thought leaders from across the MICE, Leisure, Corporate, and Travel Tech sectors for high-level discussions on the trends that are galvanising change in the travel industry. Across the three days of the conference, attendees will have the opportunity to experience over 100 sessions featuring insights from more than 260 speakers.

"ITB Asia is bringing together key industry players, both existing and emerging, who are shaping the future of travel. This is the opportunity not just to identify the clearest opportunities, products, services and technologies, but to debate and collaborate on how to maximise their potential, for the benefit of providers and travellers alike," said Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of ITB Asia.

**Knowledge Theatre to host ITB Asia 2019 keynote discussions**

*'Bold Thoughts, Bold Moves'* will feature a wide range of themed sessions, including Corporate Travel, Travel & Tech, Destination Marketing and Muslim Travel. Keynote discussions will be held in 'Knowledge Theatre', ITB Asia 2019's main stage.

On Day One, speakers from American Express Global Business Travel (AMEX GBT), CTrip, CWT, Sabre and Traveloka will assess the future of technology, sharing insights on innovations that will shape the travel ecosystem and how consumers' mindsets and travel behaviour will be affected by them.

Day Two will include a keynote session on the future of travel distribution. Speakers from Agoda, Hotelbeds, KAYAK and TripAdvisor will outline how they innovate to remain competitive in a fast-evolving industry.

Baidi Li, Regional Director, Asia Pacific, of TripAdvisor Experiences, said, "The tours, activities and attractions industry is rapidly changing with new technological advancements reshaping nearly every aspect of the sector. As this industry moves further online, it's critical for operators of all sizes to connect their business and adapt to new traveller needs. We're excited to be a part of ITB Asia and explore these topics, including how online distribution – whether it be with local, regional, or a global online travel agency like TripAdvisor Experiences – is presenting new opportunities for growth."

Day Three features representatives from companies such as Booking.com, OYO Hotels & Homes, and Thomas Cook China who will be uncovering the potential that Chinese travellers' evolving preferences will offer to businesses, brands and retailers.

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**Press Contacts**  
**Messe Berlin GmbH**  
Emanuel Höger  
Spokesman  
Senior Vice President  
Corporate  
Communication  
Messe Berlin Group  
Messedamm 22  
14055 Berlin

"After just over three years of operating in China, Thomas Cook is an increasingly popular brand with a fresh and modern approach aimed at digitally savvy customers. As the behaviours of Chinese travellers continue to evolve at rapid pace, our continued focus on innovation, choice, quality and curated experiences will be key to deliver on our ambition to grow China into a significant market for the Thomas Cook Group," said Alessandro Dassi, CEO at Thomas Cook China. He added, "I am delighted to be invited to speak at ITB Asia for a second time. ITB is the perfect platform to kick start the next phase of growth for Thomas Cook in China and beyond."

In response to its popularity last year, Knowledge Theatre will also see the return of *C-Suite talks*. This will see senior representatives from AKARYN Hotel Group, GCP Hospitality, Intrepid Group, Lonely Planet, THE RIDE and Travelzoo, sharing their perceptions on the vital issues facing the travel industry today.

### **Corporate Travel track to uncover new paths in business travel and management**

Catering for the growing number of corporate participants, the show floor of ITB Asia's *'Bold Thoughts, Bold Moves'* will include a Corporate Travel showcase for industry experts to discuss breakthrough developments in business travel. Featured sessions will include insights sharing by leading brands including Amadeus, Egencia and SAP Concur as well as emerging travel players Grab and Travelstop. Divergent approaches to managing corporate travel and how to cater to millennials will be among the topics analysed.

In addition to the business travel trend-setters featured in ITB Asia's conference line-up, corporate partner, Association of Corporate Travel Executives (ACTE), will again be organising its exclusive Corporate Travel Day on Day Two of the show. Attendees can look forward to a line-up of relevant discussion topics, with experts sharing the emerging trends and best practices that are defining the future of this travel sector.

### **Travel & Tech track to explore cutting-edge technological developments**

Maintaining *'Bold Thoughts, Bold Moves'* focus on the future, leading travel players will identify the trends and cutting-edge technologies that are driving the travel industry. Speakers will also highlight how organisations can innovate to stay ahead of their competitors through the adoption of the game-changing technologies that are set to transform how travel, meetings, and business dealings are conducted.

The Travel & Tech track showcase will also dedicate an entire series to trends in hotel technology. The sessions will explore the growing role of automation and artificial intelligence and how they can revolutionise a hotel's offering.

### **Destination Marketing and Muslim Travel sessions will also feature**

This year will also see two other showcase tracks in Destination Marketing and Muslim Travel. Top practitioners in these sectors will share insider tips on getting the most from social media to promote travel destinations; utilising destination brands to attract interest; best practices in developing Muslim-friendly destinations; and reaching out to the modern Muslim millennial.

### **Shining a new spotlight on MICE this year**

*'Bold Thoughts, Bold Moves'* themed sessions are part of a varied programme of events designed to make this year's ITB Asia the largest in its twelve-year history. For the first

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Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

### **ITB Berlin / ITB Asia / ITB China / ITB India**

Julia Sonnemann  
PR Manager  
Messedamm 22  
14055 Berlin  
T: +49 30 3038-2269  
[julia.sonnemann@messe-berlin.com](mailto:julia.sonnemann@messe-berlin.com)  
[www.messe-berlin.com](http://www.messe-berlin.com)

### **ITB Asia/MICE Show Asia 2019**

**PR Contact**  
Seah Ling Hui / Michelle Lai / Josephine Wang  
Klareco  
Communications  
Singapore  
Phone: (+65) 6333 3449  
[List- ITBAsia@klareco.com](mailto:ITBAsia@klareco.com)

### **For additional details**

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

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

### **For enquiries**

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

time, ITB Asia will share the Sands Expo and Convention Centre at the Marina Bay Sands with its co-event, MICE Show Asia, where a featured line-up includes speakers from the Thailand Convention & Exhibition Bureau (TCEB) and the United Networks of International Corporate Events Organizers (UNICEO) as well as entrepreneurs such as Meetingbox and PouchNATION. Attendees will also hear about forecasts for the global meeting and events industries in 2020, as well as how digital transformation is impacting the meeting and events industries.

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

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

For more information on the conference, visit <https://www.itb-asia.com/conference-programme>

### **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 organised 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

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