

ITB Asia 2020
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PRESS RELEASE

ITB Asia inks three-year collaboration with the Association of Corporate Travel Executives (ACTE)

The strategic partnership, which will take place from 2020-2022, builds on two successful years of ACTE Corporate Travel Day at ITB Asia and will boost knowledge-sharing opportunities



(Left to right: Dr Martin Buck, Senior Vice President of Travel & Logistics of Messe Berlin and Ms Leigh Bochicchio, Executive Director of ACTE signing the MoU)

Singapore, 25 November 2019 – ITB Asia, 'Asia's Leading Travel Trade Show,' and global corporate travel leader, the Association of Corporate Travel Executives (ACTE), announced that they have signed a Memorandum of Understanding (MoU) to collaborate as strategic partners. The partnership will take place from 2020-2022 and will see both work in close partnership on knowledge-sharing activities for the corporate travel community.

Under the MoU, ACTE, with its wide international representation from over 100 countries, will play a leading role in promoting ITB Asia and its group of events to quality buyers and corporate travel managers. The MoU will also lay the groundwork for further cooperation between the two institutions to frame new initiatives and activities for the corporate buying segment. These will seek to enhance opportunities for buyers and delegates to learn and network with industry leaders at ITB events as well as create meaningful dialogue through education, advocacy, and research for the global corporate travel community.

Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of ITB Asia, said, "We are excited to work in close partnership with ACTE Global to engage with more corporate buyers and delegates at ITB Asia's group of events. In particular, we aim to provide industry delegates with valuable breadth and depth on industry knowledge, stimulating a higher level of discourse on the corporate travel sector."

Leigh Bochicchio, Executive Director of ACTE commented, "We are delighted to have concluded the agreement for ITB India 2020, and the Memorandum of Understanding (MOU) to continue partnership with ITB Asia from 2020 to 2022. At ACTE, we continue to lead global education, advocacy and initiatives to support impactful changes in safety and security, privacy, duty of care and Corporate Travel compliance, along with traveller

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productivity that supports global commerce. The expanded partnership in India and extended cooperation between ITB Asia and ACTE will undoubtedly foster another unprecedented horizon in our vision for global education in the corporate travel and MICE sectors.”

The MoU builds on an existing successful partnership between ACTE Global and ITB Asia which saw the global association holding its exclusive Corporate Travel Day for the second year running at the 2019 show. The 2019 show hit record-breaking numbers with 13,000 attendees, including more than 1,250 buyers and over 1,300 exhibitors.

For more information on ITB Asia 2020, visit www.itb-asia.com.

About ITB Asia 2020

ITB Asia 2020 will take place at the Sands Expo and Convention Centre, Marina Bay Sands, from 21-23 October 2020. 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.

Progressing into its 13th 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. 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.

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.

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