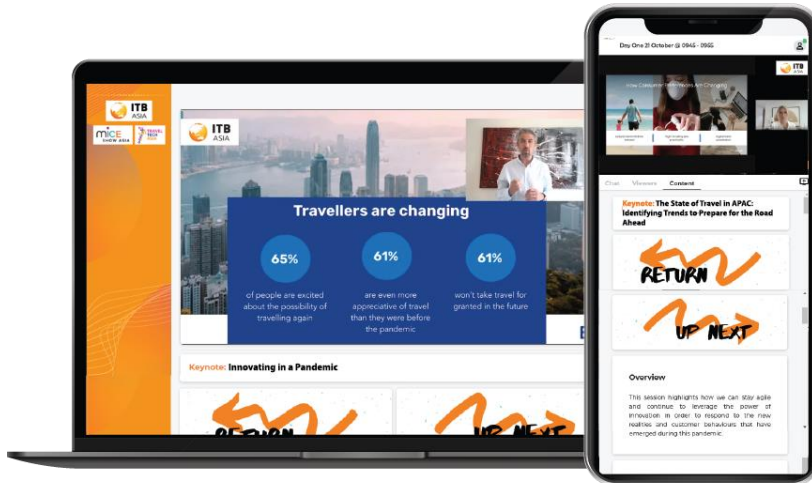


ITB Asia 2020 Virtual
21-23 October 2020

PRESS RELEASE

ITB Asia kicks off first virtual event: Reinventing Travel in the New Normal

Spearheading recovery in the industry, ITB Asia 2020 Virtual kicks off with ITB Community, MICE Show Asia and Travel Tech Asia



Singapore, 21 October 2020 – ITB Asia, Asia’s Leading Travel Trade Show, today opened its virtual doors for the first-ever virtual event. As one of the industry’s firsts, the three-day event is being hosted online.

Over the course of the next three-days, buyers and exhibitors from all over the world will come together to establish high-quality networks, conduct business, and share their knowledge.

Held on the newly established platform – [ITB Community in Asia](#) (ITB Community) - this year’s ITB Asia event also plays host to MICE Show Asia and marks the debut of Travel Tech Asia.

Katrina Leung, Managing Director of Messe Berlin (Singapore) - organiser of ITB Asia – comments; “We are proud to have quickly pivoted to a fully virtual format that has enabled us to maintain our position as the leading travel trade show in the region. It is now more important than ever before that we provide this opportunity for industry leaders around the globe to come together virtually to share insights, knowledge, and experience, to pave the way for the future of the travel trade. Over the next three days, we look forward to closely collaborating with international exhibitors, travel companies and international buyers to unveil a strong, engaging, and contextually relevant programme.”

Virtual Exhibition to facilitate business and networking

Despite ITB Asia’s brand-new format, the virtual exhibition line-up continues to facilitate business appointments, digital exhibition booths, a business matching platform and 24/7 chat and call functions for exhibitors around the world to engage with key clients and partners. Being a global stage, the virtual exhibition will feature new destinations including **Switzerland, the Kingdom of Saudi Arabia, Monaco and Sapporo**. Exhibitors from

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hospitality and travel groups include **Meliá Hotels International**, **Radisson Hotel Group** and **Wyndham Hotels & Resorts**, to name just a few.

As part of ITB Asia's usual business matching typically held on the exhibition floor, this year's Business Matching takes place on a dedicated [Business Matching portal](#). Available throughout the three days of ITB Asia, sellers will be able to upload company brochures and collateral, and buyers may upload proposal request briefs for the same successful discussions and business negotiations as like the previous ITB Asia shows.

Conference line-up to reinvent travel

Now in its thirteenth year, the theme of this year's event, set against the backdrop of the ongoing pandemic, is "Reinventing Travel in the New Normal". The over 100-session themed agenda, led by more than 160 international speakers, has been specifically curated to support the travel industry in navigating the current challenges and prepare for eventual recovery.

Today's conference will see a strong line-up of speakers from across the industry discussing topics such as the future of travel, and building recovery for travel and tourism. These speakers included industry heavyweights from leading global organisations such as Maribel Rodriguez, Senior Vice President, Membership & Commercial at **World Travel & Tourism Council (WTTC)**, and Anita Mendiratta, Special Advisor to Secretary General at **The UN World Tourism Organization (UNWTO)**.

Tomorrow (22 October), attendees can look forward to hearing from top speakers such as Alexandre de Juniac Director General & CEO, **International Air Transport Association (IATA)**, and keynote speakers Deep Kalra, Founder & Group Executive Chairman, **MakeMyTrip** and Ben Drew, President, **Viator**. They will be sharing their insights on topics from improving leadership to restoring confidence and attracting travellers.

Partners set to discuss the path to recovery

This year, ITB Asia's partners also have a strong speaker track. In its fifth year of partnership with [CrescentRating](#) for the "Halal in Travel Asia Summit", this year's summit focuses on enabling destinations and travel stakeholders to develop their own strategic solutions towards recovery and growth through insights from their *Mastercard-CrescentRating Travel Readiness Report* and using their *Travel Readiness Framework*.

The [Travel Foundation](#) will run a themed session focussed on "Building Back Better" which will look at what better means to the Future of Tourism Coalition, which has developed thirteen guiding principles to help over 200 companies, destinations, and organisations forge a new path for tourism.

[Cruise Lines International Association](#) will focus on preparing for resumption in its session and will answer questions on what the travel trade can do to combat misperceptions and raise awareness of the strict regulations that govern cruises worldwide.

Building a resilient MICE industry with MICE Show Asia

[MICE Show Asia](#) invites professionals in the meetings and events industries to look ahead to building a resilient post COVID-19 MICE industry. Highlights of the event will include a series of MICE destination talks with global participation including **Auckland Tourism, Events and Economic Development (ATEED)**, **German Convention Bureau (GCB)**, **Melbourne Convention Bureau (MCB)**, **Russian Convention Bureau (RCB)**, **Sri Lanka Convention Bureau (SLCB)** and more with MICE associations including **IAPCO**, **MPI Academy** and **SITE Africa** also in attendance.

The launch of Travel Tech Asia

For additional details

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

<https://www.miceshowasia.com>

<https://www.traveltechasia.com>

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

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

For enquiries

info@messe-berlin.asia

Co-located with ITB Asia and MICE Show Asia, is Messe Berlin's brand-new show – [Travel Tech Asia](#). Here, participants can share latest technologies, trends, tech travel brands and innovative start-ups, to create new possibilities for the future of travel. Thousands of influential executives and attendees across travel industry sectors will come together for three days of unparalleled networking as part of the largest travel trade show in APAC.

Amadeus, TrustYou and Oracle Hospitality are also leading a brand-new track on Hotel Revenue and Distribution. Meanwhile, a new Air Travel track will see executives from leading associations and agencies present the latest global flight data trends and insights, led by the **Skyscanner, Dohop** and many more.

For more information on this year's event, or to join the next two days, please [click here](#).

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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.