

**ITB Asia 2022**  
**19 – 21 October 2022**

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**ITB Asia returns as Asia's Largest Travel Trade Show bringing together industry heavyweights, top buyers and international exhibitors**

- The strong presence of over 80 national tourism organisations (NTOs) & regional tourism organisations (RTOs) signals the importance of the show for the industry
- 100+ session themed agenda, led by over 180 leading industry speakers
- The in-person event includes 3 days of full trade show experience, business meetings and thought-provoking conference programme under the theme "Go Big & Go Forward", bringing key industry leaders who will share innovative ideas and knowledge on practical applications to keep pace with industry changes



**Singapore, 19 October 2022** – ITB Asia, 'Asia's Leading Travel Trade Show', now in its 15<sup>th</sup> year, gracefully opened today at the Sands Expo and Convention Center, Marina Bay Sands, Singapore. Co-located with MICE Show Asia and Travel Tech Asia, the 3-in-1 show will run as an in-person event until Friday, 21 October 2022.

Reflecting renewed confidence in MICE events, ITB Asia 2022 has attracted over 80 National Tourism Organisations (NTOs) and Regional Tourism Organisations (RTOs). Under the anchor theme, "Go Big & Go Forward: Travel Industry on the Road to Recovery and Growth", travel leaders who are at the top of their respective industries will share insights on key trends and how to stay competitive and quickly maximise growth potential.

Commenting on this year's in-person event, **Dr Martin Buck, Senior Vice President, Messe Berlin GmbH**, said: "With the industry in Asia optimistic again, we are delighted to bring international travel professionals back to Singapore for meaningful

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**Events/ Communities:**

 **ITB** ASIA | Asia's Leading Travel Trade Show

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**Press Contacts:**  
**Messe Berlin GmbH**  
Emanuel Höger  
Spokesman  
Senior Vice President  
Corporate Communication  
Messe Berlin Group  
Messedamm 22  
14055 Berlin  
[www.messe-berlin.com](http://www.messe-berlin.com)  
Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

**ITB Asia / ITB Berlin /**  
**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)

**For additional details**  
[www.itb-asia.com](http://www.itb-asia.com)  
[www.miceshowasia.com](http://www.miceshowasia.com)  
[www.traveltechasia.com](http://www.traveltechasia.com)

**For enquiries**  
[info@messe-berlin.asia](mailto:info@messe-berlin.asia)

business, networking and learning through face-to-face interactions. It remains crucial for us to offer a balanced mix of geographic markets and sectors such as MICE, leisure, corporate travel and travel tech to ensure a high-quality buyer-seller experience, thus maintaining ITB Asia's position as the leading business platform in the APAC region”.

### **As a global stage, the 3-in1- show presents a strong participation from NTO and RTO**

Over the course of the next three days, the strong exhibition and attendee participation continues to facilitate business appointments for attendees around the world to engage with key clients and partners. The show welcomes participation from over **80 National Tourism Organisations (NTOs) and Regional Tourism Organisations (RTOs)** including Arkansas Department of Parks, Heritage and Tourism, Business Events Perth, Busan Tourism Organization, Coahoma County Tourism Mississippi, Czech Tourism Authority, Department of Tourism and Creative Economy of Jakarta, Department of Tourism, Government of Goa, Dubrovnik Tourist Board, Gangwon Tourism Organization, Gyeonggi Tourism Organization, Ho Chi Minh City Tourism Promotion Center, Istanbul Airport, Japan National Tourism Organization, Jeju Convention & Visitors Bureau, Jeonbuk Culture and Tourism Foundation, Karnataka Tourism, Kerala Tourism, Korea Tourism Organization, Louisiana Office of Tourism, Madhya Pradesh Tourism, Malta Tourism Authority, Ministry of Information, Culture and Tourism Lao PDR, Papua New Guinea Tourism Promotion Authority, Penang Global Tourism, , Sabah Tourism Board, Sarawak Tourism Board, Saudi Tourism Authority, Saxony Tourism Germany, Seoul Tourism Organization, Silk Road Samarkand Tourist Complex, Singapore Tourism Board, Taipei City Government, Tourism Authority of Thailand (TAT), Tourism Fiji, Tourism Ireland, Tourism Promotions Board Philippines, Tourism Seychelles, Tourism Development Support Fund of the Kyrgyz Republic, Ulsan Tourism Organization, Vanuatu Tourism, Visit Almaty, visitBerlin, Visit Brussels, Visit Estonia, Visit Finland, Visit Guam, Visit Iceland, Visit Jordan, Visit Levi, Visit Maldives, Visit Monaco, Visit Rovaniemi, Visit Sarajevo, Visit Turku Archipelago and Zagreb Tourist Board.

The organisers are delighted to count on strong partners in the revival Asia's leading travel tradeshow. **Marina Bay Sands** is the **Official Partner Hotel**, **Saudi Tourism Authority** is the **Official Partner Country** and **Berlin Brandenburg Airport** is the **Official Partner Airport** of this year's in-person show.

### **ITB Asia 2022 has assembled a top-notch conference programme**

The **100+ session** themed agenda, led by over **180 leading** industry speakers and innovators will have over **3950 minutes** of high-powered content across **three conference tracks**: Knowledge Theatre, MICE Show Asia & Travel Tech Asia. This year's conference programme has been specifically curated to support the travel industry and will discuss topics critical to the future of MICE, corporate travel, leisure travel and travel technology.

As part of the Day 1-keynote line up (19 October), **Michael Dykes**, Vice President, Marketing Management (APAC), **Expedia Group** will provide insights on what will disrupt and change the way we travel and do business in his keynote, titled, **“Travel in Action, Digitally”**. Named, **“Rebuilding Confidence: How COVID-19 Fostered a More Resilient Future for Travel”**, **Rajeev Menon**, President, Asia Pacific (Excluding Greater China), **Marriott International** will deliver a keynote speech on the unprecedented challenges of the pandemic that paved the way for remarkable moments of resilience, new business models, and ingenuity across travel sectors.

The morning keynotes conclude with a **Keynote Fireside Chat** on **“Looking Toward**

**2025: Where Travel Will Be** featuring the keynote speakers **Michael Dykes** and **Rajeev Menon** who take a look ahead in three years' time or even further. Together with moderator **Monica Pitrelli**, Editor at **CNBC Travel**, the two industry leaders will figure out what challenges will come next, what innovations will take place, and how the industry can adapt and evolve in a fast-changing world.

Tomorrow (20 October), attendees can look forward to hearing a panel discussion on Meaningful Tourism as the new paradigm for the post-pandemic development of global tourism. Titled, "**Beyond Sustainability – Meaningful Tourism as the "New Normal" Offering Benefits for All Stakeholders**" the session welcomes **Prof. Dr. Wolfgang Georg Arlt**, CEO, **Meaningful Tourism Center** as Chairman and **Burkhard Kieker**, CEO, **visitBerlin** and three winners of the Meaningful Tourism Award 2022, as expert speakers, exploring best practice examples of Meaningful Tourism that can provide quality, benefits and satisfaction for all industry players. The names of the 18 winners of **Meaningful Tourism Awards 2022** will also be announced at this session.

### **Travel Tech Asia Partners with Singapore Venture & Private Capital Association (SVCA)**

Since its launch in 2019, **Travel Tech Asia** has been a must-attend event for all Travel Tech industry professionals. The face-to-face exhibition and conference offer both B2B appointments and thought-provoking conference programme for travel tech decision-makers and suppliers.

Travel Tech Asia partners with the **Singapore Venture & Private Capital Association (SVCA)** to co-organise a panel discussion session featuring executives from its member venture capital firms to discuss the investable opportunities in the "TravelTech" space in Southeast Asia. Titled "**VC Opportunities in TravelTech in Post-Pandemic SEA**", the panel discussion will be led by moderator **Sang Han**, Partner, **Cento Ventures**, and hear first-hand sharing from **Tiang Lim Foo**, Co-Founder and Partner, **Forge Ventures**, **Murli Ravi**, Co-Founder, **Tin Men Capital** and **Joe Zhang**, Principal, **TNB Aura**, on what venture capitalists in the region are looking to explore to broaden the industry's understanding of the venture capital perspective.

Over the past three years since the COVID-19 pandemic began, travel tech innovations have gone from futuristic to familiar, shaping the way people travel throughout their entire journeys. The **Tech Leaders' Panel**, titled "**The Future is Digital**" will bring together experts from across the travel ecosystem to talk about the latest innovations that will impact travellers' next journeys, as well as strategies for travel brands to up their 4.0 game. Confirmed speakers include **Khang Nguyen Trieu**, Group Chief Technology Architect at **Accor**, **Terence Eng**, CTO at **FCM Travel Asia**, **Bryant Kok**, Director, Digital Transformation & Information Technology at **Gardens by the Bay**, **Wong Ming Fai**, CTO at **Singapore Tourism Board (STB)** and **Jane Lim**, Vice President, Global Markets at **Tripadvisor**. The panel will be moderated by **Jeff Pan**, Venture Builder at **McKinsey & Company**.

### **MICE Leaders to Reconnect and Schedule Meetings at MICE Show Asia**

With a strong international participation and long-standing support from speakers and partners from world renowned MICE associations and leading MICE companies, **MICE Show Asia 2022** will bring together industry suppliers, meetings & events professionals and emerging MICE innovators to connect and build the future of MICE.

The **MICE Leaders' Panel**, titled "**Return to a World Transformed: Revitalising MICE for a New Era**", will feature a discussion where professionals, buyers and sellers of travel and meetings services explore how different players in the MICE ecosystem can work together to deliver a better bottom line and future for the industry. The panel will be moderated by **Richard Ireland**, President, **Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS)**. Confirmed panellists include **Patricia Cheong**, Managing Director Asia, **International Conference Services (ICS)**, **Waikin Wong**, Regional Director Asia Pacific, **ICCA - International Congress and Convention Association**, **Wee Min Ong**, Vice President of Conventions & Exhibitions, **Marina Bay Sands**, **Ashwin Gunasekeran**, CEO, **Penang Convention & Exhibition Bureau** and **Arnold T. Gonzales**, Head, MICE Department, **Tourism Promotions Board Philippines**.

For more information on ITB Asia 2022, visit [www.itb-asia.com](http://www.itb-asia.com)

For more information on MICE Show Asia 2022, visit [www.miceshowasia.com](http://www.miceshowasia.com)

For more information on Travel Tech Asia 2022, visit [www.traveltechasia.com](http://www.traveltechasia.com)

For more information on the conference programme, visit [www.itb-asia.com/conference-programme](http://www.itb-asia.com/conference-programme)

### **About ITB Asia**

ITB Asia, Asia's leading travel trade show, is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The annual 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 expected to attend.

ITB Asia is the premier meeting place for the travel trade industry to forge new partnerships and strengthen existing business relationships with the most important players in the region.

### **About MICE Show Asia**

MICE Show Asia is the premier MICE event in Asia where incentive travel, meetings and events industries come together to connect and build the future of MICE. The annual B2B trade show and convention features 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 and Travel Tech Asia.

### **About Travel Tech Asia**

Travel Tech Asia is the premier travel technology show in Asia. The trade show is where latest technologies, emerging trends, leading travel brands and innovative start-ups are all at one place to create the new possibilities of travel. From travel tech suppliers, innovative start-ups to leading travel brands who are at the forefront of the industry transformation, Travel Tech Asia welcomes attendees from all levels of seniority across a wide range of disciplines and sectors in the travel industry. The show will be co-located with ITB Asia and MICE Show Asia.

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