

**ITB Asia 2024**

**23 – 25 October 2024 in Singapore**



## **PRESS RELEASE**

### **MICE Show Asia 2024 To Host Record Breaking MICE and Corporate Buyers and Partnerships with International Global MICE Associations**

**Asia's premier MICE show is set to take place from 23-25 October at the Sands Expo and Convention Centre in Singapore and will feature a strong exhibitor line-up such as Business Events Perth, Business Events Sarawak, Gangneung Convention Bureau, Guam Visitors Bureau, Gyeongju Hwabaek Convention & Visitors Bureau, Jakarta Convention Bureau, Sapporo Convention Bureau and many more. Industry heavyweights from Amadeus, Dubai World Trade Centre, FCM Meetings and Events, FIRST, Meetingselect and TRICOM Events will be leading ground-breaking MICE conversations. Co-located with ITB Asia and Travel Tech Asia, this year's 3-in-1 show promises to be a must-attend platform for industry professionals to network, collaborate and explore new opportunities in an era of renewed growth.**

**Berlin/Singapore, 29 August 2024** - MICE Show Asia 2024 brings together over **700 MICE and corporate buyers**, alongside **event professionals, convention marketing experts, and thought leaders** under one roof. With a projection of **over 50%** of the MICE industry planners **to increase both their event budgets and volume** of in-person events in 2024<sup>[1]</sup>, MICE Show Asia 2024 is poised to meet the industry's needs by showcasing cutting-edge insights, solutions, and connections.

"As the industry rebounds with heightened demand, the show will offer an extensive programme featuring **key MICE exhibitors, insightful conference sessions, and invaluable networking opportunities**. Attendees will engage with top MICE destinations, associations, and service providers, gaining access to industry trends and future outlooks critical for thriving in this dynamic sector", says **Joyce Wang, Executive Director of Messe Berlin Asia Pacific, the organiser of MICE Show Asia, Travel Tech Asia, and ITB Asia**.

### **Pre-Scheduled Meeting and Networking Opportunities**

Business matching and pre-scheduled appointments at MICE Show Asia ensure seamless AI generated profile recommendations and smart lead retrieval. Exhibitors may now connect with targeted MICE and Corporate international buyers and engage in post-show lead generation activities. In addition, the tradeshow includes a series of networking sessions, including structured B2B appointments, opening night function, and evening receptions. These sessions

**Events/ Communities:**



**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.travelmeetasia.com](http://www.travelmeetasia.com)  
[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)

<sup>1</sup> Cvent, Event Industry Report 2024-Asia Edition, <https://www.cvent.com/sg/resource/event/event-industry-report-2024-asia-edition>

are curated to encourage interaction and collaboration, allowing sponsors to expand their professional networks and explore potential partnerships.

Among the top exhibitors headlining this year's 3-in-1 event are prominent names such as **Alaska Destination Specialists, Asia DMC, Business Events Perth, Business Events Sarawak, Chatrium Hotel Riverside Bangkok, Cinnamon Hotels and Resorts, Gangneung Convention Bureau, Glopen, Guam Visitors Bureau, Gyeongju Hwabaek Convention & Visitors Bureau, Jakarta Convention Bureau, Le Meridien Phuket Beach Resort, and Sapporo Convention Bureau**. These exhibitors will offer a comprehensive showcase of innovative solutions and unique venues that cater to the evolving needs of event organisers and corporate planners across the Asia-Pacific region and beyond.

"This will be our third consecutive year exhibiting at MICE Show Asia. As we seek to promote our city as a distinctive MICE destination to buyers from Southeast Asia and around the world, MICE Show Asia provides an ideal platform to connect with motivated buyers and high-potential business leads", says **Aya Sugimoto, Manager, Incentive & Corporate Events, Sapporo Convention Bureau**.

### **Thought Leadership and Expert-Led Conference Sessions**

Over three days, the **conference sessions at MICE Show Asia 2024** will cover hot topics ranging from the role of Artificial Intelligence (AI) in optimising corporate travel processes to the future of experiential experiences at events.

Key sessions include:

- Experiential Experiences at Events and Beyond: Navigating the Future of MICE Technology
- Crafting Perceptions and Experiences: The Evolution of Incentive Travel Through Storytelling
- Globalisation and Localisation in Today's Market Demand in Travel Management Companies (TMCs)
- The Shift in Distribution Channels: How Digital Transformation is Redefining Corporate Travel Booking

The **MICE Leaders' Panel** will feature prominent industry figures such as **Mahir Abdulkarim Julfar**, Executive Vice President at **Dubai World Trade Centre**, and **Iain Bitran**, Executive Director at **International Society for Professional Innovation Management** who will share strategies on achieving excellence in a rapidly evolving landscape.

Another highlight of the show will be the **CVB Talks: Discovering the Excellence of MICE Destinations**, where leaders from Convention and Visitors Bureaus (CVBs) in the Asia-Pacific region and beyond will discuss the latest trends and showcase inspiring success stories from their destinations. **Ainura Turezhanova**, Head of MICE and Tourism Development at the **Almaty Tourism Bureau**, will be among the speakers sharing insights on how digital transformation and AI are reshaping the MICE industry.

The session on **The Role of Digital Transformation in MICE and How AI is Transforming the Industry** will feature experts like **Errol Lim**, COO, **Jublia** and **Dylan Sharma**, Co-Founder and Director, **TRICOM Events & Vice-President (Advocacy and Communications)**, **Singapore Association of Convention & Exhibition Organisers & Suppliers (SACEOS)**, discussing how AI and digital tools are revolutionising the MICE industry. Topics include using AI for personalisation, data analytics, and enhancing attendee engagement, along with strategies to navigate a rapidly evolving landscape for creating impactful event experiences.

Corporate travel professionals won't want to miss the **Buyers Meet TMCs Panel**, which will explore strategies for navigating a new era marked by hybrid work models, evolving travel patterns, and the integration of digital tools. Experts like **Pom Corpuz**, Associate Director, APAC of **TCG Consulting**, and **Prashant Kirtane**, CEO and Co-founder of **WegoPro**, will offer their perspectives on balancing cost efficiency with travel quality, the importance of sustainability, and the future of corporate travel.

In addition to the panels, MICE Show Asia will feature more sessions led by **prominent industry experts** including:

- **Belinda Morris**, Head of Distribution – Hospitality, Asia Pacific at **Amadeus**
- **Taylor Smith**, VP, Executive Creative Director at **BCD Meetings & Events**
- **Alexis Lhoyer**, Co-Founder and CEO Asia at **Chab Agency**
- **Abel Zhao**, Group CEO at **Connexus Group Holdings** and **CTL-CONNEXUS TRAVEL LIMITED**
- **Jing Wen Wong**, Meeting & Events Leader, Southeast Asia and Greater China at **FCM Meetings & Events**
- **Tamsyn Barker**, Managing Director for Asia Pacific at **FIRST**
- **Qinxin Khoo**, Head of Asia Pacific at **Live Group**
- **Judith Huisman**, Founder, Chief Strategy Officer at **Meetingselect**
- **Lance Ng**, Group CEO at **Searix**
- **David Hughes**, Managing Director, Asia Pacific at **Uniglobe Travel International**

These sessions will address topics such as sustainability in MICE, shaping the future of incentive travel, and navigating business events in an increasingly digital world.



Photo credit: MICE Show Asia 2023

## Strategic Partnerships and Exclusive Insights

MICE Show Asia 2024 has partnered with leading regional and global associations to deliver insights that are pivotal for the MICE industry. Partners include **China Business Event Industry Committee (CBEIC), Global Destination Sustainability – Movement, Global MICE Collaborative, Global Sustainable Tourism Council (GSTC), International Association of Exhibitions & Events (IAEE), Meeting Professionals International (MPI), Society for Incentive Travel Excellence (SITE), and Tourism Economics**. These collaborations will bring forward sessions on current themes such as MICE and Business Travel Outlook, Sustainability in MICE, Shaping the Future of the Exhibitions Industry, Key Trends in Incentive Travel, and Meetings Outlook: Navigating Business Events Today and Tomorrow.

“We formed the Global MICE Collaborative to reach new markets with fundamental education about the power of business meetings, expositions and incentive travel. We are thrilled to bring our Global MICE Certificate and workshop education to ITB Asia/MICE Show Asia 2024, the premier convention for business events. This show brings together the region’s most important industry professionals in a powerful educational marketplace that will move our industry forward,” says **Annette Gregg**, on behalf of **Global MICE Collaborative**, a joint initiative of **International Association of Exhibitions & Events (IAEE), Meeting Professionals International (MPI)** and **Society for Incentive Travel Excellence (SITE)**.

## Registration and Participation

Industry professionals interested in attending MICE Show Asia 2024 can register for an [all-access Trade Visitor pass](#) at the Early Bird rate.

MICE companies wishing to showcase their products and services are also invited to secure exhibitor booths at [Exhibitor registration](#).

[Media accreditation](#) is available for journalists to pre-register their interest online.

Join us at MICE Show Asia 2024, where the future of MICE meets opportunity, innovation, and connection.

### **About ITB Asia**

ITB Asia, Asia's leading travel trade show, is organised by Messe Berlin Asia Pacific 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 ITB Global Brand Family**

For more than 50 years the name ITB has stood worldwide for the travel industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person or hybrid format alike. As the travel industry resurges, the ITB brand family is among the first to come back to offering on-site in-person events. ITB India will be held in Mumbai from September 11 to 13, 2024, followed by ITB Asia in Singapore from October 23 to 25, 2024, covering the broader regional market. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from March 4 to 6, 2025. ITB China, the premier marketplace for China's travel industry, is scheduled for 27 to 29 May 2025, in Shanghai.