



**ITB**  
CHINA

BUYERS  
CIRCLE

# ITB CHINA BUYERS MEETUP

## ITB CHINA 买家见面会

OCT 2024 – MARCH 2025  
2024年10月 – 2025年3月

A brand of 主办方



**MESSE BERLIN**  
China

## INTRODUCTION 活动介绍

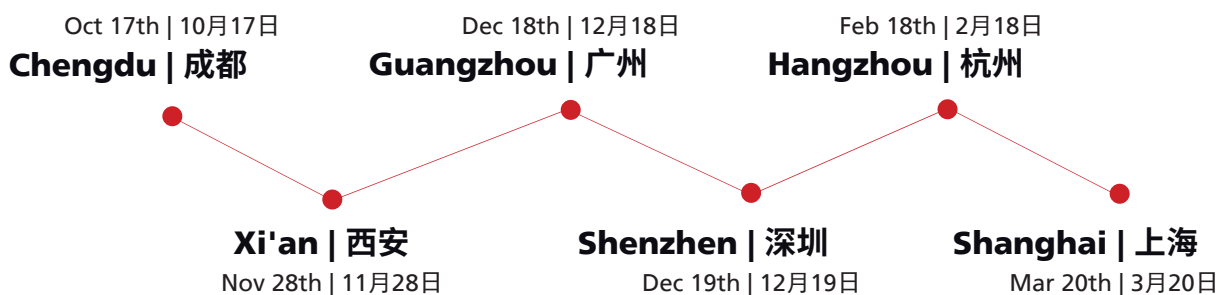


The **ITB China Buyers MeetUp** is an exclusive networking event specifically designed to bring together China's leading travel agencies and market players. This format provides unparalleled opportunities to **connect with ITB China Buyers Circle members** across **six key cities** in China.

ITB China 买家见面会系列活动将在国内**6个城市**巡回举办，汇集国内知名旅行社和旅游企业，并提供与ITB China买家俱乐部成员见面并建立业务关系的绝佳机会。

## STATIONS | 站点

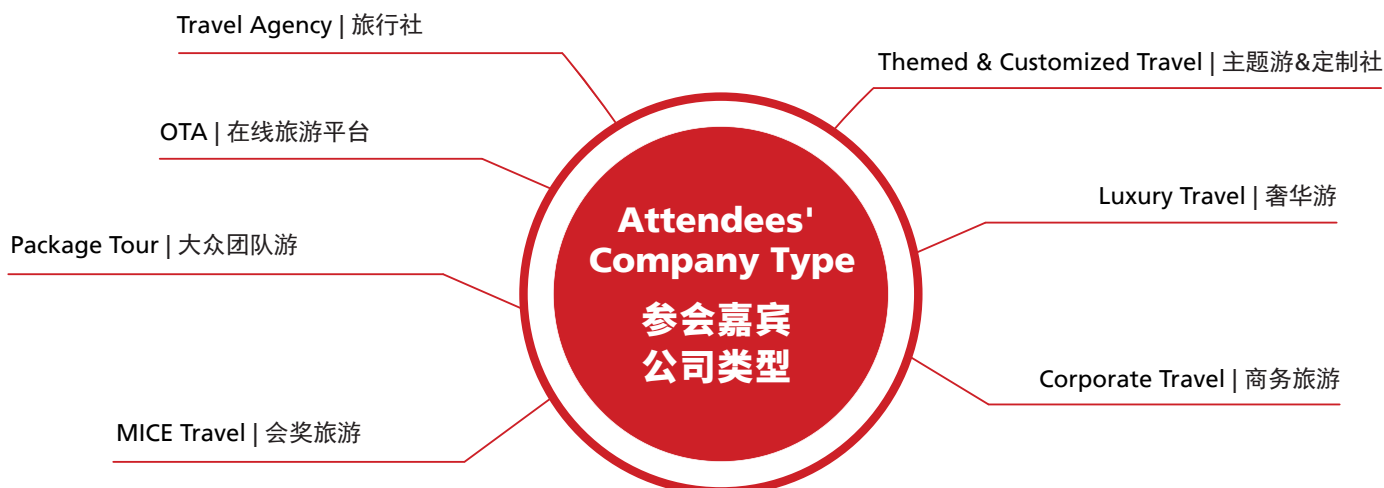
(Dates are tentative 以下为暂定日期)



## ATTENDEES 参会嘉宾

Each MeetUp will feature around 30 participants, including carefully selected buyers from the top Chinese travel agencies in the city or region, as well as senior industry representatives.

每场活动将邀请到约30位参会嘉宾，包括来自当地及周边城市的旅行社买家企业和业内资深代表。



Discussions on pressing topics in the regional outbound travel market, such as popular destinations, emerging trends, and the factors driving or hindering the growth of new businesses.

针对区域出境游市场的热点话题讨论-热门目的地、新趋势以及推动和阻碍新兴业务发展的因素

Destination partnerships: What qualities do buyers seek to meet new market demands?

新的市场需求下，买家需要怎么样的目的地合作伙伴？

The accelerated formation of the new online travel ecosystem: How should travel agencies reposition themselves within this evolving landscape?

如何看待在线旅游新生态链的加速形成，旅行社在此间如何重新定位？

Outbound MICE and corporate travel: Where are the new market opportunities, and how can they be captured?

出境商务会奖旅游-新的市场机会在哪里？又该如何把握？



## SPONSORSHIP PACKAGE 赞助机会



### Networking Dinner

#### 社交晚宴

- Branded as the "Official Dinner Sponsor" of the ITB China Buyers Meetup for the sponsored station, including some 30 senior and top-executive representatives from China's leading travel agencies
- The sponsor's logo is prominently displayed on the ITB China Buyers MeetUp webpage and linked to the sponsor's website
- The sponsor's logo and a brief description are featured in pre-event and post-event EDMs and WeChat posts
- A 20-minute presentation by a senior executive during the ITB China Buyers MeetUp
- A full-page ad in the printed ITB China Buyers MeetUp dinner invitation
- A 3-minute speech by a senior executive during the dinner
- The opportunity to present a gift to all participants
- Three event and dinner passes
- 冠名ITB China 买家见面会的“官方晚宴赞助商”，约30位国内知名旅行社的高层代表将出席活动及晚宴。
- 赞助品牌标识将在 ITB China买家见面会网页的显著位置显示。
- 赞助品牌标识和简介，将在活动预热及活动报道的EDM和微信推文中展示。
- 赞助商高层代表将在ITB China 买家见面会进行20分钟的主题分享
- 赞助商将获得ITB China买家见面会晚宴邀请函的广告1P
- 赞助商高层代表将在ITB China 买家见面会晚宴上进行3分钟的开场演讲
- 赞助商可为现场参会嘉宾提供礼品
- 活动及晚宴参与名额3位



**ITB**  
BERLIN

No.1 Trade Show For The Global Travel Market

**4-6 March 2025, Berlin**  
**itb-berlin.com**



**ITB**  
CHINA

The Leading B2B-Exclusive Trade Show For The Chinese Travel Market

**27-29 May 2025, Shanghai**  
**itb-china.com**



**ITB**  
INDIA

Gateway To The Indian Travel Market

**11-13 September 2024, Mumbai**  
**itb-india.com**



**ITB**  
ASIA

The Leading B2B Trade Show For The Entire Asian Travel Market

**23-25 October 2024, Singapore**  
**itb-asia.com**