

MICE &
Corporate



ITB
CHINA

MICE &
CORPORATE



**ULTIMATE BUSINESS
POTENTIAL LIVES HERE.**

Co-host

环球旅讯
TravelDaily

27 – 29 MAY 2025 | SHANGHAI
itb-china.com

A brand of

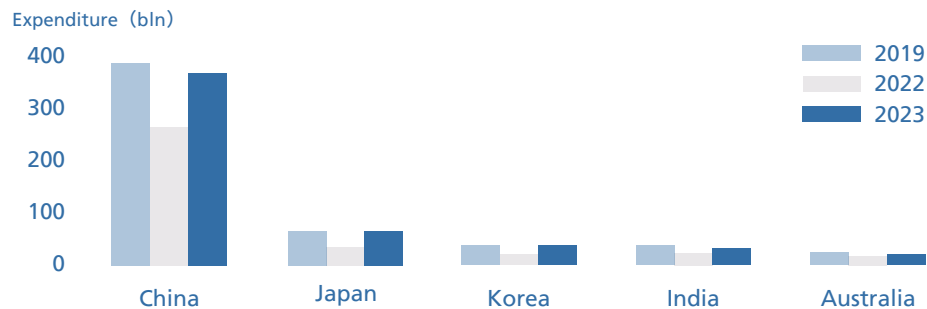
MESSE BERLIN
China

SPENDING DRIVEN BY CHINA



Top 5 Countries for Business Travel Expenditure in Asia Pacific

China, one of the world's largest MICE & Business travel markets is showing strong momentum as travel policies continue to relax and demand shows positive growth. **China's share of business travel spending takes the lead in the Asia-Pacific region.** The Global Business Travel Association (GBTA) forecasts that China's business travel market will reach US\$ 406.2 billion in 2024 (surpassing 2019 levels) and is likely to exceed US\$ 500 billion by 2027.



According to a Trip.Biz survey on Chinese enterprises, 59.8% of travel managers said that their companies' international travel budgets will increase, reflecting the positive attitude towards the development of travel. The ITB China Travel Trends Report also shows that MICE travel companies in China are serving MICE events more frequently, with the number of events significantly higher than in 2019.

Connect with China's MICE & business travel industry at ITB China and register your booth now.

EVENT FEATURES



NETWORKING

- » Opening Dinner
- » Networking Lunch
- » Aftershow Sundowner
- » Evening Functions

BUSINESS

- » Exclusive B2B Show
- » Pre-scheduled Appointments
- » MICE & Corporate Buyer Program
- » High Quality Attendees

TRENDS

- » ITB China Conference
- » Top Level Speakers & Experts
- » ITB China Travel Trends Report
- » New Product Presentations

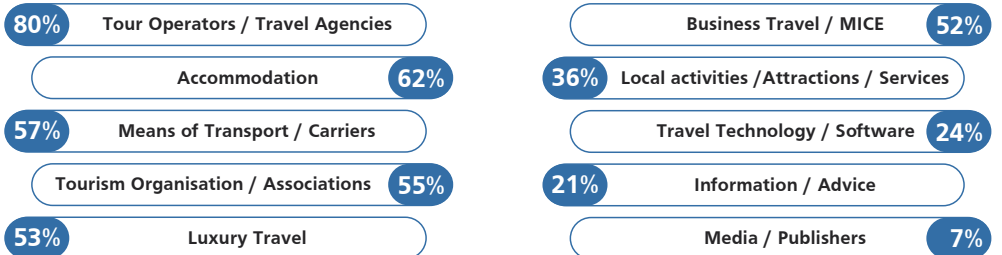
MICE & CORPORATE TRAVEL BUYERS 2024



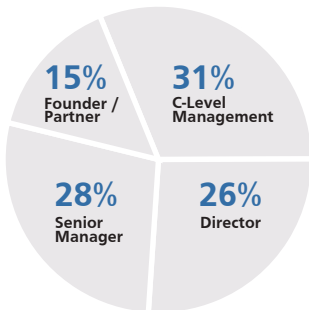
BUYERS COMPANY TYPES



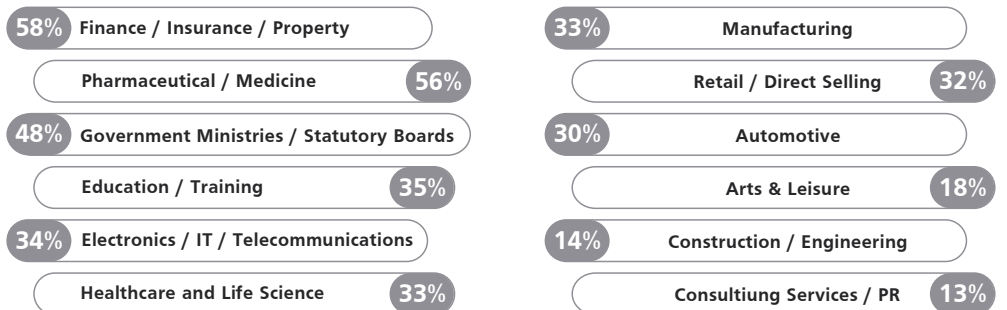
INTERESTED PRODUCTS



DECISION MAKERS



BUYERS' CLIENTS INDUSTRIES



"In the first half of 2024, we saw significant growth in the outbound travel market. Whether it's the number of groups or the scale of business, I think the demand for outbound travel this year is far greater than that of last year. I come to ITB China every year, and the resources offered by destinations this year are more in line with the direction of our demand. Also products from niche destinations, which are also very helpful to us."

— Yan Zheng, Vice President of Grand China MICE and General Manager of its Shanghai branch

"ITB China is one of the unique trade fairs in China. We always love to participate in this fair because we meet a very wide range of buyers that are interested in different destinations."

— Mahmoud Abdelnaby, Head of Business DEV APAC, Middle East & Africa, Melia Hotels International



CONFERENCE & ACTIVITIES

Association Perspective



中国国际贸易促进委员会
商务旅行委员会
China Business Event Industry Committee

Incentive Travel Agency



Corporate Purchasing



CONFERENCE HIGHLIGHTS

Panel Discussion

A Global Perspective on the Strategy and Development of Chinese Associations "Going Global"

How to make good use of the new opportunity of "Belt and Road" and find the right destinations to host international conferences. How to make good business travel plans with preparations in advance, what is the biggest challenge for Chinese industry associations in "going global"?

Keynote

How to Manage Travel Categories from a Procurement Perspective?

Keynote

Cost Control for Meeting and Tourism-Oriented Demands

Keynote

ESG Ratings and Performance Improvement

Panel Discussion

The Current Situation and Prospects of the Incentive Travel Industry from a Global Perspective

What impact will AI bring to incentive travel, and how should operators make full use of its advantages? What challenges does the incentive travel industry face from an international perspective? What's new in the design of incentive travel projects? Which international destinations are popular among incentive travel organizers?

Keynote

Corporate Team Building is Not Just Travel: How to Customize It?

Keynote

How to Manage MICE well from a Strategic Procurement Perspective?

Panel Discussion

The Ins and Outs of Business Travel and MICE Procurement

Core elements and successful experience of business travel exhibition procurement.

SELECTION OF SPEAKERS



Alicia Yao
Vice President
China Business Event Industry Committee, CCPIT-CSC



Carmela Vicente
Event Manager
YPO



Lily Zheng
Vice President
Chinese Aging Well Association



Zhongqiang Wang
President
Beijing Egg Association



He Du
Executive Vice President,
Secretary General
Advisory Committee on Nutrition Guidance of China National Food Industry Association



Lenny Jia
Founder
BT MICE China



Nitin Sachdeva
CEO, Venture Marketing
President Elect,
SITE Global



Gordon Lu
Senior Procurement Manager
SenseTime



Lisa Xu
Managing Director
ES Star Event Management Co.Ltd.
President
SITE China SITE



Nicole Tingey
Director, Clockwise Consulting
President, SITE ANZ



Jacky Zhang
Procurement general manager
Yiche
President
Beijing Logistics and Supply Chain Management Association & Zhongguancun Industry Technology Alliance Federation Procurement Professional Committee



Allen Ye
CEO
Yinlian
Vice President
Beijing Logistics and Supply Chain Management Association & Zhongguancun Industry Technology Alliance Federation Procurement Professional Committee



Kevin Wu
Deputy Director of Purchasing
Fanshu



Johnny Fu
Director of Purchasing
Waterdrop



Yvonne Li
Procurement GM
Liepin



Ivy Tian
Procurement Director
Yiche

BOOTH PACKAGES

5% discount:
until 31 October 2024

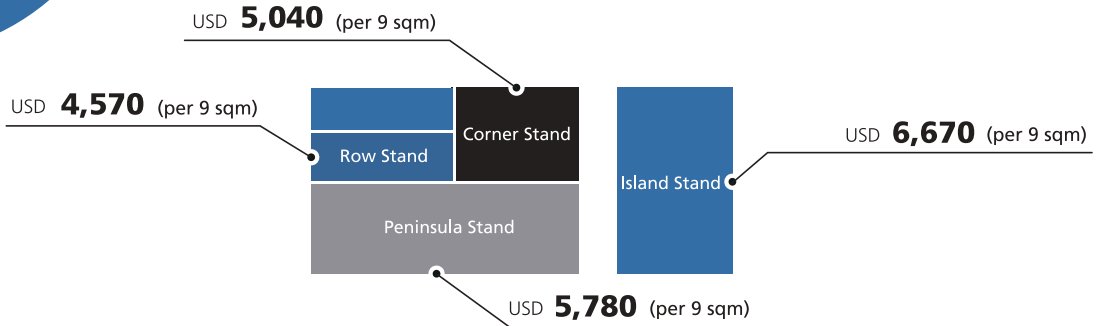
Registration deadline:
until 31 January 2025

RAW SPACE

Set up your own individual booth construction with a raw space option choose your stand type with one-, two-, three- or four-sided accessibility. Included in the price are 21 pre-scheduled appointments with buyers per 9 sqm space.

Raw space options are only available from 18 sqm and larger. For raw space of more than 400 sqm, the row stand price applies.

Double storey stands will be subject to an additional charge.



COMPLETE STAND PACKAGE

Carefree participation with ready-made booth construction, including furniture, carpet, lighting, electricity and 21 pre-scheduled appointments with Chinese buyers per 9 sqm space. Premium packages include graphic options, upscale design elements and furnishings.



Basic from
USD **4,810**

Premium from
USD **6,040**

* All prices in USD are quoted excluding applicable taxes.



Custom-Themed
Partnerships



Social Event
Sponsoring



Onsite Branding



Media Packages



Print & Digital



Product Showcases

OFFICIAL
PARTNER
AND
SPONSORING
OPTIONS

SELECTION OF BUYERS

AMS Osrarn
 Amway China Co.,Ltd
 ANGEL MIRACLE STUDY TOUR
 Anhui Africa-Asia Exhibition Co.,Ltd
 Anhui Foreign Trade International Travel Service
 Asia Concierge China
 Association Yao
 Baixin Airlines (Beijing) International Travel Agency
 Beijing Grenyou international travel service co.ltd
 Beijing Agg Association
 Beijing Antspower Culture Media Co., Ltd.
 Beijing Best Tour Co., Ltd.
 Beijing Blue Holiday Travel International Semce Co., Hd
 Beijing BTG Tourism Development Co.Ltd
 Beijing C-Events Consulting Ltd
 Beijing ChangFun Aviation Service Co Ltd
 Beijing Changzheng Sports Culture Co., Ltd
 Beijing Dezhi World International Confernce Service Co Ltd
 Beijing Egg Processing and Sales Industry Association
 Beijing Fan Travel
 Beijing Fine Tour Tnternational Travel Service Co.,Ltd. Shanghai Globei Inrnerhational Travel Service Branch.
 BEIJING GOODDAY INTERNATIONAL CO.,LTD
 Beijing Hua Yuan International Travel Co., Ltd
 Beijing Huanyu Zuncheng International Travel Co., Ltd.
 Beijing IS Exhibition Service Co.,Ltd.
 beijing jinghong international convention and exhibition.Ltd
 Beijing Kaisa Yibu International Travel Agency Co., Ltd
 BEIJING KAIYU INTERNATIONAL AIR SERVICE CO.,LTD
 Beijing kangxiang International Travel Service Co Ltd
 Beijing Kuntong Culture Co., Ltd
 Beijing Ni Ding Hui Ji MICE Service Co., Ltd.
 Beijing Pooyu International Tourism Co., LTD
 Beijing Roaming Century Travel Agency Co., Ltd
 Beijing Shunxinda Tourism Co., Ltd
 Beijing Sunshine Trip International Travel AgencyCo,Ltd
 Beijing Tianrenji Education Consulting CO. LTD
 Beijing Triangle Travel Technology Co., Ltd
 Beijing Tuzhen International Travel Service Co., Ltd.
 Beijing wisdom international business Co.Ltd
 Beijing wisdom tianxia international communication culture co. Ltd
 Beijing Youth Business Travel and Mice Event Co.
 BEIJING ZHONGCHUANG TRAVEL SERVICE CO LTD
 Beijing zhongyige international exhibition
 Beijing Shijiruixin Technology Co., Ltd
 BMtrip
 Boston Scientific
 BSC
 BTG MICE International Service Co.,Ltd
 C.A.S International Travel Service (Beijing) Co.,Ltd
 CAISSA PROSPECT (BEIJING) BUSINESS TRAVEL MANAGEMENT CO LTD
 Charming wine
 Chengdu hope international travel agency CO.LTD
 Chengdu Hua Leader Business Service Co., Ltd.
 Chengdu overseas tourism Co.,Ltd
 Chengdu Tinglan Meeting Co.,Ltd
 CHINA ASSOCIATION FOR THE PROMOTION OF INVESTMENT
 China Association of Pharmaceutical Commerce
 China Boyuan Commercial&Exhibition Co.,LTD
 China Business Event Industry Committee, CCPIT-CSC
 China Chuang Technology Development Strategy Research Center
 China Cooperative Trade Enterprises Association
 CHINA CYTS M.I.C.E. (SHANGHAI) SERVICE CO., LTD.
 China Environment Online (Beijing) International Travel Service Co.Ltd
 China Federation of Internet Societies
 China Health & Medical Development Foundation
 China Int'l Business Travel Service Co.,Ltd
 China Interenational Travel Service (Qingdao) Co.,Ltd
 CHINA INTERNATIONAL TRAVEL SERVICE WUHAN CO.,LTD
 China Ocean International Travel Service
 CHINA PEACE INTERNATIONAL TOURISM CO LTD
 CHINA SMART MICE GROUP
 China Star Ltd.,
 China Tavel Service Head office Jiangsu Co.,Ltd.
 CHINA TOUR AIR TRAVEL CO.,LTD.NANJING
 China Transport Travel
 China Travel Navigator Co., Ltd.
 China Travel Service (H.K) Ltd.
 CHINA YOUTH TRAVEL SERVICE JIANGSU CO.,LTD
 China-Africa Friendly Economic and Trade development foundation
 China-Asia Economic Development Association Public Art Committee
 Chinese Aging Well Association
 CHONGQING WANYOU IN'TRAVEL SERVICE CO.,LTD
 CITS
 CMICE Integrated Marketing Management (Jiang Su) Co., Ltd
 Comfort International M.I.C.E. Service Co.,Ltd.
 Cowell Shanghai Medical Co.,Ltd
 CR Solution
 CTG Travel
 CTS MICE SERVICE CO., LTD.
 CWT
 CYTS M.I.C.E. (Shanghai) SERVICE CO., LTD.
 Dale Internacional mice& travel
 Dalian Landscape International Travel Service Co. , Ltd.
 DiDi Global
 DingDing (TianJin) International Travel Service Co.,Ltd
 East Star Event Management Co.Ltd
 Easy-trip China
 EX-NOLOGY
 Fanshu
 FCM travel
 Fenbeitong
 FINE TOUR
 Fives Travel
 Focus Media
 Ford
 Foshan Haoxing International Travel Service Co., Ltd.
 G.Z JIETU EXHIBITION SERVICE CO.,LTD
 G.Z. MEIYA E-commerce International Businesss Travel Service Co., Ltd.
 GAUND TRAVEL SERVICE
 GD
 GDNIT
 Geely Travel
 Global Travel International Travel Agency
 GOLDEN POINT LEISURE & MICE HOLIDAY SDN BHD
 Grand China (ShenZhen) International MICE Co.,Ltd.
 Grand China MICE
 Guangdong Liaoyuan Intl. Travel Agency
 Guangdong Yinzhilv Tech Co.Ltd
 Guangzhou IVY International Travel Co., Ltd
 Guangzhou Meiya Electronic Commerce International Travel Service Co., Ltd.
 Guizhou MICE STAR CULTURE Development Co.,LTD
 GZ MEIYA SHINETOUR INTERNATIONAL TRAVEL SERVICE CO.,LTD.
 GZL International Conference and Exhibition Services Ltd
 Hainan Yu Shi Technology Co., LTD
 HANGCHENG TRAVEL SERVICE OF GUANGZHOU
 Hangzhou New China Travel Service Co.Ltd.
 Hangzhou Shangri-la Business International Travel Service
 Hangzhou Xibo Culture Communication Co., Ltd.
 Harbin Swan International Tourism Co.,Ltd
 HCG INTERNATIONAL TRAVEL GROUP CO., LTD.
 Heilongjiang Golden Sun International Travel Agency Co., Ltd

SELECTION OF BUYERS

Henan Dahe International Travel Service Co., Ltd.
 HotelPlanner Singapore Pte Ltd
 Huanding Cultural Media Co., Ltd
 Huiju Tiancheng Cultural Media Co., Ltd
 HUNAN SINCERE INTERNATIONAL TRAVEL CO.,LTD
 I DREAM M.I.C.E SERVICE CO.,LTD
 Inner Mongolia Brand Promotion Association
 Inner Mongolia Kind Culture Medium Co., Ltd.
 Inner Mongolia Touyi International Travel Service Co.
 International Arts Exchange Committee, China Association of Collectors
 International China Investment Forum
 I-trip international culture services
 JANGSU UNITED ASIA INTERNATIONAL EXHIBITION CO LTD
 JD.com
 Jiangxi Changqing International Travel Service Co., Ltd
 JingTong Health Management Qingdao Co.,Ltd
 Jinjiang
 Joy U (Beijing) Business Travel International Co., LTD
 JW (BEIJING) MICE & MEDIA Co.,Ltd
 Lenovo
 LIAONING FUTURE BIOTECH CO.,LTD
 Liaoning jiuzhou holiday international travel agency ltd
 Liepin
 Linhai International Travel Agency
 Lizard Travel
 Longing Culture Media (Shanghai) Co.ltd
 LongTeng
 Mei Ren M.I.C.E CO., Dalian China
 Mice Forest (Chengdu) Technology Group
 MIE
 MIE China
 Ming Yang Business Travel Service (Beijing) Co. , Ltd.
 Mingcheng International Travel Agency (Beijing) Co., Ltd
 Nanchang Yintong international travel co.ltd
 Nanjing IntTour International Travel Co.,Ltd.
 National Union of Convention & Exhibition Centers
 Nestpu (Beijing) Business Service Co., Ltd.
 NEWTEENAGER
 NEWVIEW (SHENZHEN) M.I.C.E SERVICE CO.,LTD
 NIO Co., Ltd.
 Ole Classics (Beijing) sports culture exchange Co., Ltd.
 On The Way Business Travel
 Organizing Committee of China International Pension Service Expo
 ORIENTOURS CO., LTD.
 Parker Hannifin Motion & Control (Shanghai) Co.,Ltd
 Powell Consultants
 practical education working committee of china life sciences society
 Qiming International Travel Agency (Chengdu) Co.,Ltd
 Qingdao International Coordinations Convention and Exhibition Co., Ltd
 Qiyang Business Travel Service (Wuhan) Co.
 Round the world travel co.
 RR Donnelley (China) Holding
 Rui International
 Shaanxi China Travel Service Co., Ltd.
 Shanghai Airlines Event Management Co., Ltd.
 Shanghai bravo international travel service ltd.com
 Shanghai Business Air Service CO.,LTD
 Shanghai Business International Travel Service Co., LTD.
 Shanghai Computer Trade Association
 Shanghai CTS Private Overseas Affairs Co.,Ltd
 Shanghai fly air service co ltd
 Shanghai Huangdou Network Technology
 Shanghai Jiucheng International Travel Agency
 Shanghai Joyful Holiday International Travel Service Co., Ltd
 Shanghai Lianniao Business Travel Service Co, Ltd
 Shanghai Morning-star Travel Co, Ltd
 Shanghai Mtrip International Travel Service Co., Ltd
 Shanghai new comfort international travel agency
 Shanghai Shun-an International Travel Service., Ltd
 shanghai spring travel service
 Shanghai TOPrint
 Shanghai VR Conference Organizer CO.,LTD
 SHANGHAI XIMEI INTERNATIONAL TRAVEL SERVICE CO., LTD.
 Shanghai Xingle Shihua International Travel Agency Co., Ltd
 Shanghai XiYuan International Travel Service Co., Ltd
 Shanxi Provincial Culture & history International Exchange Center
 Shenzhen Aixin Cultural Communication information Consulting Center
 Shenzhen Around the World Air Service Co., Ltd
 Shenzhen Bluesky Universal INT'L Travel Service Co,Ltd
 Shenzhen Excellent Business Travel Service Co.,Ltd
 Shenzhen Feihe Aviation Service Co., Ltd.
 Shenzhen fengyi air service&tour co.,ltd
 SHENZHEN STAR TRAVEL COMPANY LIMITED
 shenzhen wanzhong international travel agency co,ltd
 Shijiazhuang Cloud Travel Agency Co., Ltd
 SHLNG
 Sichuan Huashengmeiteng Business Service Co.,Ltd
 Sichuan Province New Sky Foreign Trade & Economy Promotion Co., Ltd.
 Silkway Travel Asia Pte Ltd
 SilverMoon Advertising (Beijing) Co., Ltd
 SSJ Group
 SZ KONGGANG YIXING BUSINESS TRAVEL SERVICE CO., LTD
 THE BRAND STRATEGY OF CHINA FOOD INDUSTRY BRAND STRATEGY WORKING COMMITTEE
 The Collected by Prestige
 The UFO Traveler Pte Ltd
 Tiexin (Shenzhen) Travel Agency Co., Ltd
 Tongcheng-Elong Holdings Limited
 TongChengInternationalTravelService
 TOY Family Treasures LLC
 Trip Services (Shanghai) Information Technology Co., Ltd
 Trip.com MICE
 tripjack private limited
 Tuhu Automotive Service
 UMICE (Beijing) International Conference Service L.L.C.
 WanChuTianCai (Beijing) Travel service ltd
 WanZhong international Travel agency co
 Waterdrop.Inc
 Weall (Beijing) international convention&exhibition co.Ltd
 WildChina
 World Exhibition and Business Service (Beijing) Ltd
 WUHAN YUEAIR TRAVEL CO.,LTD
 xFusion Digital Technologies Co., Ltd
 Xi 'an Gold International Travel Service Co., LTD
 XI'AN XUNMEI International Travel Service Co.,Ltd
 Amoy HC Business Travel Co.,Ltd
 XIN MICE (BEIJING) Co.,LTD.
 Xpress International TOURS & TRAVEL Group Co., Ltd.
 yeefly
 Yiche
 YINGXINFENGHUI
 Yinjian International Travel Agency Co., Ltd
 Yixin Holding Hong Limited
 Yuanfang Travel Agency
 Yunnan Pleasure Cultural Media Co., Ltd.
 ZHE XI TRAVEL
 ZHIMEI (BEIJING) International Travel Agency Co., Ltd
 Zhongguancun Create Baihui
 Zhuhai Yifan Exhibition Co., LTD
 111Inc
 21315 Credit Management Group co.,Ltd
 54Traveler



ITB
BERLIN

No.1 Trade Show For The Global Travel Market

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



ITB
INDIA

Gateway To The Indian Travel Market

2-4 September 2025, Mumbai
itb-india.com



ITB
CHINA

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

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



ITB
ASIA

The Leading B2B Trade Show For The Entire Asian Travel Market

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