

MICE MEETING POINT

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ITB China Launches MICE Meeting Point in Beijing

ITB China, the B2B-exclusive trade show for the Chinese travel industry, introduces a brand-new event – MICE Meeting Point China – taking place from September 11-12, 2025, in Beijing. This high-profile event is designed to cater to the evolving needs of China’s rapidly changing MICE (Meetings, Incentives, Conferences, and Exhibitions) industry. The confex-style event will be co-located with the ITB China Business Travel Conference, offering its attendees a dynamic platform for networking, knowledge exchange, and business development.

To further enhance engagement, a **post-event Fam trip will be organized from September 13-14**, providing participants with first-hand experiences of China’s top MICE destinations and offerings.

MICE Meeting Point will feature a dynamic conference stage where leading experts and innovators will present **cutting-edge insights, trends, and first-hand updates** shaping the future of MICE and business travel. The event will also host a dedicated **business mart area**, enabling sponsors to showcase their products, solutions, and services to a highly targeted audience at **branded sponsor booths and tables**. Additionally, exclusive networking events will offer valuable opportunities to connect with key industry players and decision-makers, fostering meaningful business interactions.

This event is proudly supported by the Beijing Municipal Bureau of Culture and Tourism. “Beijing has always played a significant role in advancing the development of China’s MICE industry. As a supporting unit for this event, we are deeply honored to host such an international MICE gathering in Beijing. We look forward to fostering innovation and growth in China’s MICE industry through this event and further deepening cooperation both domestically and internationally”, commented **Sun Jian, Deputy Director, Beijing Municipal Bureau of Culture and Tourism.**

According to the Global Business Travel Association (GBTA), China ranked first with \$372.5 billion in business travel spending (a 9% increase) among the top fifteen

countries in 2023. By 2028, it is projected to exceed \$2.0 trillion, highlighting a robust outlook for the global business travel sector in terms of the global business travel spending. According to Trip.Biz data, cross-border business travel is also surging, with figures as of October 2024 already 34% higher than in 2019 and a 72% increase compared to the same period in 2023, setting a new historical record. This growth highlights China's expanding influence in the global business travel sector.

Beyond financial growth, the industry is also undergoing a structural transformation, shaped by advancements in artificial intelligence, sustainability initiatives, digitalization, and hybrid meeting technologies. The demand for customized, tech-driven, and flexible MICE solutions is rising, with businesses prioritizing efficiency, personalization, and sustainability in their event planning strategies.

These emerging trends and industry shifts will take center stage at the conference, where **experts and innovators will delve into a wide range of pressing topics**, including:

- **Bleisure Travel:** How is the rise of bleisure travel creating new opportunities for the MICE industry?
- **Cost vs Quality:** Which destinations are preferred for balancing budget efficiency with high-quality experiences?
- **AI-Driven Transformation:** How is artificial intelligence reshaping personalization and efficiency in the MICE sector?
- **Corporate Globalization:** How can MICE activities drive internationalization and cross-cultural exchange?
- **Customization Trends:** How are personalized MICE experiences redefining the market?
- **Sustainability & ESG:** How can MICE events integrate green innovation and social responsibility?
- **5G & Virtual Reality:** How are emerging technologies enhancing hybrid meetings and live event experiences?

"The launch of MICE Meeting Point in China's capital Beijing is a significant step in providing a tailor-made platform for China's MICE and business travel industry, with the prospect of facilitating communication between domestic and international industry professionals, fostering innovation and creating new business opportunities. We look forward to contributing to the development of a more efficient, smarter, and globally connected MICE landscape in China", said **Lydia Li, Director of ITB China**.

For more information and exhibition opportunities, visit www.itb-china.com/MICE, or contact us at exhibitor@itb-china.com.

About ITB China

ITB China, the B2B travel trade show focused on the Chinese travel market, will take place from **May 27 to 29** at the Shanghai World Expo Exhibition & Convention Center, offering unique networking opportunities with key players of the Chinese travel industry and latest insights in this booming market.

ITB China is the ultimate platform for international travel suppliers to connect with handpicked top-tier Chinese buyers through state-of-the-art matchmaking, pre-scheduled meetings, and exclusive networking events. The ITB China Conference takes place in parallel with the show and is co-organized by one of the largest travel media and conference organizer TravelDaily.

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 China, the premier marketplace for China's travel industry, is scheduled for 27 to 29 May 2025, in Shanghai. ITB India will be held in Mumbai from September 2 to 4, 2025. ITB Asia will take place in Singapore from October 15 to 17, 2025, 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 3 to 5, 2026. The inaugural ITB Americas will be held in Guadalajara, Mexico, from 10 to 12 November 2026, covering the American market.

More details are available at [Homepage](#)

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