

PRESS

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ITB China 2025: Addressing the Rising Demand for MICE and Business Travel

As China's MICE industry experiences a paradigm shift, with traditional models adapting to meet rapidly evolving and innovative demands, ITB China 2025 continues to serve as a premier platform for industry professionals to connect with the dynamic MICE and business travel market. The ITB China Conference will deliver key industry insights, while exclusive networking events generate high-value business opportunities. This year's standout exhibitors include the Hong Kong Tourism Board, Korea Tourism Organization, Malaysia Convention and Exhibition Bureau, Abu Dhabi Convention and Exhibition Bureau, Business Events Sarawak, and more.

ITB China, the B2B-exclusive trade show focused on the Chinese travel market, returns from **May 27 to 29, 2025**, at the Shanghai World Expo Exhibition and Convention Center. Over three days, the event will showcase the full spectrum of the travel industry, with MICE and business travel once again serving as one of the key highlights. A recent survey of ITB China buyers revealed that up to **70% have a demand for sourcing MICE and business travel products**, underscoring its growing importance.



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Global Exhibitors to Showcase MICE Destinations and Products

This year, ITB China offers travel professionals unmatched opportunities to connect with China's rapidly expanding MICE industry, featuring nearly **400 exhibitors showcasing MICE-related products and services** – a **30% increase from last year**. The MICE segment at ITB China 2025 will **spotlight convention and visitor bureaus, accommodation providers, transportation companies, travel services, and tech innovators from around the globe**. Notable participants include the **Hong Kong Tourism Board, Korea Tourism Organization, Malaysia Convention and Exhibition Bureau, Abu Dhabi Convention and Exhibition Bureau, Business Events Sarawak**, each demonstrating their strengths as premier MICE destinations. Additionally, top-tier suppliers from the transportation and hospitality sectors such as **Royal Caribbean Cruises, EgyptAir, Malaysian Airlines, Marriott International, Wyndham Hotels & Resorts, Jin Jiang International, Wanda Hotels & Resorts, and many more** will contribute to redefining the standards of premium business travel.

Mubarak H. Al Shamisi, Director Abu Dhabi Convention & Exhibition Bureau, Department of Culture & Tourism Abu Dhabi said: "China is a key market for Abu Dhabi's business events strategy, and we are returning to ITB China in 2025 to showcase the emirate's ever-evolving MICE offerings. With our world-class infrastructure, seamless connectivity, and a dynamic calendar of international events, Abu Dhabi is increasingly the destination of choice for planners seeking cultural depth, innovation, and hospitality excellence. ITB China is a vital platform for us, to connect with industry stakeholders, strengthen partnerships and highlight to event organisers and delegates on how Abu Dhabi continues to elevate business events experiences."

ITB China Conference: Key Partnerships and Expert Insights Driving the Future and Opportunities of MICE and Business Travel

Running alongside the exhibition, the **ITB China Conference** will present a curated program of expert-led discussions and tailored forum sessions, offering insights into the trends shaping the future of MICE and business travel, supported by key partnerships with leading organizations and media such as the **Society for Incentive Travel Excellence (SITE China)**, **HuiZhanBEN**, the **China Business Event Industry Committee (CBEIC)**, and the **Digital Procurement Professional Committee under CECC (DPPC)**.

In collaboration with the Society for Incentive Travel Excellence (SITE China), the session **"A New Driving Force in MICE: The Role and Opportunities of Cultural Experiences"** will examine how cultural attractions are shaping the future of business events.

China Business Event Industry Committee (CBEIC) will present **"Global Interaction: How Associations Can Promote Win-Win Outcomes in the Exhibition Economy from a Global Perspective,"** focusing on collaborative strategies in the global

exhibition landscape.

HuiZhanBEN will share insights in "**New Trends and Business Opportunities in China's Outbound MICE Events**", while the Digital Procurement Professional Committee (DPPC) under CECC will explore effective sourcing strategies in "**Building Global Partnerships: Effective Supplier Selection for Business Travel and Activities**".

Additionally, TravelDaily will lead a thought-provoking discussion titled "**AI-Powered Corporate Travel Management: Virtual Reality or Business Reality?**", highlighting AI-driven innovations in itinerary planning, cost optimization, and broader impacts on the industry.

Nitin Sachdeva, President of SITE Global, shared: "It's a pleasure to see the growing collaboration between **SITE and ITB China**. As the global association for incentive travel professionals, SITE is proud to support platforms like ITB China that elevate the value of MICE and create opportunities for deeper industry connections. This partnership not only strengthens the SITE China Chapter but also advances the global conversation on the power of incentive travel to drive business results and foster human connections."

Event Highlights: Networking, Innovation and a Look Out on Future Talents

ITB China 2025 will once again serve as platform for business networking, industry insights, and collaboration. Key highlights include the **Corporate Buyers Tour**, an exclusive opportunity for Chinese corporations to explore top MICE destinations, infrastructure, and offerings firsthand.

The **ITB China MICE Afterparty**, held on the second evening of the conference, will provide a relaxed setting for industry professionals to build connections and engage in constructive exchange. In collaboration with SITE China, ITB China, the MICE & TMC Branch of the Shanghai Tourism Industry Association, and the Exhibition Education & Training Committee of CCEES, the **1st SITE China Young Talent Challenge** will spotlight the next generation of aspiring MICE leaders. This competition encourages young talents to showcase their most innovative ideas based on a fictitious brief, driving fresh perspectives within the industry. The overall winner will be announced on site at ITB China 2025 after the final competition for the grand prize.

With an exciting lineup of networking opportunities, exclusive events, and insightful conference sessions, **ITB China 2025** is a must-attend event for all travel professionals looking to stay ahead of industry trends and seize new business opportunities.

For more information, visit www.itb-china.com.

Press and visitor registration is now open. [Click here](#) to register and be part of the most dynamic event in the Chinese travel industry.

About ITB China

ITB China 2025 will take place from 27 to 29 May in the Shanghai World Expo Exhibition & Convention Center. ITB China is the B2B exclusive travel trade show focusing on the Chinese travel market, bringing together hand-selected top buyers with industry professionals from all over the world. The show provides various networking events and a unique state-of-the-art matchmaking system to maximize business opportunities. The ITB China Conference takes place in parallel with the show and is co-organized by the leading 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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Press contacts:

ITB Berlin / ITB Asia /

ITB China / ITB India:

Julia Sonnemann

PR Manager

Messedamm 22

14055 Berlin

P [+49 30 3038-2269](tel:+493030382269)

julia.sonnemann@messe-berlin.de

www.messe-berlin.com

Messe Berlin GmbH

Emanuel Höger

Spokesman

Senior Vice President

Communication

Messe Berlin Group

Messedamm 22

14055 Berlin

www.messe-berlin.com

Twitter [@MesseBerlin](https://twitter.com/MesseBerlin)

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Additional information:

www.itb-china.com

Messe Berlin China

Management:

David Axiotis

Vice President China

Messe Berlin

Messe Berlin GmbH Management Board:

Dr. Mario Tobias (CEO), Dirk Hoffmann (COO)

Chairman of the Supervisory Board: Dr. Eric Schweitzer

Companies register: Amtsgericht Charlottenburg, HRB 5484 B (Commercial Code)

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