

## PRESS

27 – 29 MAY 2025 | SHANGHAI



23 May 2025

### ITB China 2025 Gears Up for a Dynamic Edition Featuring Strategic Partnerships and Exclusive Events

ITB China, the leading B2B-exclusive travel trade show focused on the Chinese travel market, returns to the Shanghai World Expo Exhibition & Convention Center from May 27–29, 2025. This year's edition will feature three action-packed days of exhibitions, high-level forums, and networking opportunities, reinforcing ITB China's position as the key bridge between China and the global travel industry. With strong support from sponsors and partners of **ITB China Official Events**, the 2025 edition presents the most comprehensive event lineup to date - an unparalleled platform for forging strategic alliances, discovering new travel opportunities, and advancing international cooperation across the tourism sector.



### Monday, May 26: Grand Opening – An Exclusive Evening of Culture and Connection

The official opening of ITB China 2025 will begin on the evening prior to the show, **Monday, May 26**, with the prestigious **Opening Dinner**, welcoming **700 top-level industry professionals** from China and across the globe. Sponsored by **Tourism Malaysia** as the **Official Partner Destination**, the evening will spotlight Malaysia's diverse tourism portfolio

through captivating cultural showcases and presentations designed to strengthen ties with China's travel industry. The event marks the start of three days of valuable connections and cultural exchange.

## **Tuesday, May 27: Opening Ceremony and C-TALKS, as well as Networking from Beijing and Hubei**

ITB China 2025 will officially commence with a grand **Opening Ceremony**, highlighted by the presence of the **Minister of Tourism, Arts and Culture Malaysia**. Alongside the Minister, high-ranking industry representatives will take part in the traditional ribbon-cutting ceremony—a symbolic act celebrating the convergence of traditional Chinese cultural heritage and international hospitality. This momentous occasion will mark the beginning of three days of meaningful exchange, collaboration, and innovation in the global travel industry.

Around Midday, the Hubei Networking Lunch, themed “**Meet Soulmates in Hubei, Embrace the Magnificent Yangtze**”, co-hosted by the **Department of Culture and Tourism of Hubei Province**, will highlight the region's rich natural and cultural heritage. The event will showcase UNESCO World Heritage Sites such as the **Yangtze River's Three Gorges** and **Shennongjia**, along with millennia-old cultural treasures including **Wudang Mountain** and the **Yellow Crane Tower**. Guests will enjoy an immersive experience featuring **traditional Hubei cuisine, tea tastings, and live performances**, all designed to foster relaxed and meaningful conversations.

One of the key highlights on the opening day, **May 27**, will be the **C-TALKS**, an exclusive, closed-door gathering of over **30 senior C-level executives** from **China's leading outbound travel companies** and **high-ranking officials from national tourism boards and ministries worldwide**. The roundtable will focus on how China—one of the world's most important source markets—can collaborate more effectively with international destinations to foster resilient and sustainable growth amid today's complex global landscape.

As a perennial highlight of ITB China, the **Aftershow Sundowner** takes place from 16:00 to 17:00 in the **Outdoor Coffee Area**, providing a relaxed setting for casual networking and meaningful connections.

The first day of the trade show will conclude with **Beijing Night**, co-hosted by the **Beijing Municipal Bureau of Culture and Tourism**, bringing the capital's rich heritage to Shanghai through a **Peking Opera performance** and a menu inspired by traditional Beijing flavors, blending cultural heritage with warm hospitality. It will also highlight **Beijing as a key inbound tourism destination** and foster new opportunities for collaboration.

## **Wednesday, May 28: Highlight on Aftershow Sundowner, ITB China Cruise Night as well as Guangxi Night**

The **Aftershow Sundowner** will continue on May 28 from 16:00 to 17:00 at the **Outdoor**

**Coffee Area**, offering a relaxed setting for informal networking.

**Guangxi Night**, co-hosted by ITB China and **the Department of Culture and Tourism of Guangxi Zhuang Autonomous Region**, offers an immersive and exclusive networking experience that seamlessly blends Guangxi's rich cultural heritage with the cosmopolitan allure of Shanghai. Set against the backdrop of the city's stunning skyline, international buyers and media guests will enjoy gourmet cuisine and premium drinks in an elegant atmosphere. The evening serves as a unique platform for cultural exchange and business engagement, **highlighting Guangxi as a key inbound tourism destination** and fostering new opportunities for collaboration.

The **ITB China & Trip.com Group Cruise Night**, one of the show's signature highlights, will bring the second day of the show to a memorable close. This exclusive evening invites travel professionals to network aboard a luxury cruise along Shanghai's iconic Bund. **Trip.com Group** plays a key role in supporting ITB China as the official **Travel Service Partner, Lanyard & Badge Sponsor** and **Cruise Night Sponsor**, ensuring seamless service and on-site convenience throughout all three show days.

#### **Dedicated Industry Events: Travel Tech, Rural Tourism, MICE and Meet the Media**

The **Travel Innovators' Gathering**, sponsored by **Tencent Smart Tourism**, is held on **May 27** in **Conference Room B** after the forum finishes. This exclusive evening will bring together all **forum speakers, pitch participants, investors, jury members, and professionals** from across the travel and tech industries for informal exchanges and collaboration-building in a more personal setting.

Rural tourism plays an increasingly vital role in driving sustainable economic growth and strengthening local communities. ITB China, in close collaboration with **UN Tourism and Alibaba Philanthropy**, as well as the dedicated sponsor **Fliggy**, will host a forum titled **"China Travel: Discovering Rural Beauty"** at the **Conference Room A** on **May 28**. The forum will offer high-level insights into the development of rural tourism in China and provide a unique platform for global travel leaders to exchange ideas and build meaningful partnerships.

On **May 28**, the **ITB China MICE Afterparty** at the **Conference Room B** will bring together industry professionals to explore new partnerships in the expanding MICE segment.

On **May 29**, the **Meet the Media** networking event connects exhibitors with key international and domestic media – including travel journalists, KOLs, and influencers – offering a unique opportunity for brand exposure and strategic media partnerships.

The support of other key partners also plays a vital role in enhancing the overall event experience. **EGYPTAIR**, the **Official Partner Airline**, will highlight Egypt's rich cultural heritage and tourism potential while promoting direct air connectivity with China. **JD Alianze**, a leading insurance provider, joins the event as the **Water Sponsor**, underscoring a shared commitment to participant comfort and well-being.

**The event agenda is now live!** Click [here](#) to explore the full schedule.

**[Trade Visitor](#) and [Media registration](#) for ITB China 2025 is closing soon.** All attendees are required to complete their online registration prior to the event.

### **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](#)**

**Follow us on [Facebook](#) | [Twitter](#) | [LinkedIn](#) | [Youtube](#) | [Wechat](#) | [Wechat video](#) | [Weibo](#)**

#### **Press contacts:**

**ITB Berlin / ITB Asia /**

**ITB China / ITB India:**

Julia Sonnemann

PR Manager

Messedamm 22

14055 Berlin

P [+49 30 3038-2269](tel:+49303038-2269)

[julia.sonnemann@messe-berlin.de](mailto:julia.sonnemann@messe-berlin.de)

[www.messe-berlin.com](http://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](http://www.messe-berlin.com)

Data protection notice

**Additional information:**

[www.itb-china.com](http://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)

**Data protection notice**

You can ask to remove your e-mail address from the press distribution list at any time. To this end please send an e-mail to [presse-itb@messe-berlin.de](mailto:presse-itb@messe-berlin.de).