

PRESS

11 – 12 SEPTEMBER 2025 | BEIJING



26 June 2025

Beijing Named Host City for ITB China's MICE Meeting Point 2025, Signaling Deepened Strategic Cooperation

The Beijing Municipal Bureau of Culture and Tourism and ITB China have announced a new strategic partnership to advance international cooperation in the MICE (Meetings, Incentives, Conferences, and Exhibitions) sector. As part of this collaboration, **Beijing will serve as the Official Host City** of the upcoming **MICE Meeting Point 2025**, to be held on **September 11–12** in China's capital.

The MICE Meeting Point is a curated two-day ConfEx event that brings together MICE decision-makers from across China and the world, including event organizers, industry associations, corporate buyers, and conference planners to connect face-to-face with global destinations, venues, service providers, and tech solution partners. The agenda features keynote speeches, panel forums, executive dialogues, product showcases, dedicated business booths, and curated networking sessions — all designed to provide participants with comprehensive insights into the latest trends across both China's and the global MICE markets, foster cross-border collaboration, and seize emerging opportunities.

Beijing Steps into the Spotlight as a Global MICE Hub

"As the capital of China, Beijing plays a leading role in advancing the country's opening-up and driving integration between culture and tourism," said **Mr. Guo Huaigang**, Director General of the Beijing Municipal Bureau of Culture and Tourism. "We recognize the MICE sector's powerful contribution to city branding, international engagement, and economic growth. The MICE Meeting Point offers a vital platform for global dialogue and cooperation. It will serve as a bridge to expand inbound tourism and inject fresh momentum into the internationalization of China's MICE industry. We are committed to deepening our partnerships with world-class professional platforms, telling Beijing's story, and building a truly global business travel destination."

To highlight its prominent position as the Hosting City and enhance its global visibility, the Beijing Municipal Bureau of Culture and Tourism will **organize a dedicated Beijing Enterprise Exhibition Group**. This group comprises leading local enterprises in the MICE sector, including MICE venues, international hotel groups, professional conference organizers, destination management companies, and innovative service providers, collectively showcasing Beijing's strengths in venue infrastructure, integrated services, digital solutions, and cultural experience offerings.

Following the Forum, ITB China will also coordinate a customized *familiarization trip* for international buyers and media, offering first-hand exposure to iconic meeting facilities, cultural landmarks, and emerging MICE and business travel projects, enabling attendees to gain deeper insight into Beijing's dynamic and evolving MICE landscape.

A Platform Designed for Global Business Exchange

"ITB China's MICE Meeting Point is more than an event. It's a gateway between China and the world, empowering global industry stakeholders to tap into the growth opportunities of both China's inbound and outbound MICE markets," said **David Axiotis**, Managing Director of Messe Berlin China. "We are honored to work closely with the Beijing Municipal Bureau of Culture and Tourism and to provide a platform that fosters meaningful dialogue, real connections, and long-term partnerships between international suppliers and China's MICE leaders."

Looking beyond 2025, this partnership also sets the stage for **future collaboration**. Both sides are committed to integrating resources and strengthening connectivity between China and the global MICE industry, fostering high-quality, two-way integration and shared prosperity between China and international markets.

With this strategic alliance, ITB China and the Beijing Municipal Bureau of Culture and Tourism are charting a forward-looking vision — one that opens new doors for collaboration, expands access to China's fast-evolving market, and shapes the next generation of international MICE engagement from and in China.

Registration Now Open for the MICE Meeting Point

The **MICE Meeting Point** is now open for registration.

[Click here](#) to visit the official website to explore sponsorship and booth packages.

Booth registration deadline: June 30, 2025.

[Register now](#)

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 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. ITB China, the premier marketplace for China's travel industry, is scheduled for 26 to 28 May 2026, in Shanghai. 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](#)

Press contacts:

ITB Berlin / ITB Asia /

ITB China / ITB India/ ITB Americas

Julia Sonnemann

PR Manager

Messedamm 22

14055 Berlin

P +49 30 3038-2269

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

Data protection notice

Additional information:

www.itb-china.com

Messe Berlin China

Management:

David Axiotis

President China

Messe Berlin GmbH

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.