

PRESS

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MICE Meeting Point Partners with MICE Committee of the China Association of Travel Services to Drive the Professional Development of China's MICE Industry

Strategic partnership aims to accelerate professional growth and global collaboration in China's MICE sector.

MICE Meeting Point, organized by ITB China, will be held 11–12 September 2025 in Beijing - China's capital and leading MICE hub, hosted by the Beijing Municipal Bureau of Culture and Tourism.

MICE Meeting Point has formed a strategic partnership with the MICE Committee of the China Association of Travel Services (MICE Committee). This collaboration will accelerate professional development within China's MICE industry and strengthen international cooperation. The MICE Committee operates under the China Association of Travel Services (CATS), a **national industry association** representing around 3,000 members from leading travel agencies, OTAs, and related companies across the tourism value chain. Together with ITB China, the two organizations will work on joint content creation, resource sharing, and industry standard-setting, providing new opportunities for both domestic and global stakeholders.



中国旅行社协会会奖专业委员会

MICE Committee of China Association of Travel Services



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An Integrated Platform for Growth

Tailored to the Chinese market, MICE Meeting Point combines both high-level conferences with targeted exhibition formats. Attendees will benefit from keynote speeches, panel forums, and executive dialogues, alongside product showcases at dedicated business booths and curated networking sessions. The high-end event will address the latest trends in both China's and the global MICE markets, foster cross-border collaboration, and unlock emerging opportunities for all participants.

"2025 will be a pivotal year for China's MICE market as it transitions from recovery to growth," said **Li Zhuyuan, Executive President and Secretary-General of the MICE Committee of the China Association of Travel Services**, in an interview at ITB China. "China's MICE industry urgently needs a platform that emphasizes professionalism and co-development. Through this collaboration with ITB China, we hope to build the MICE Meeting Point into a true platform for both outbound and inbound engagement - one that fosters in-depth and forward-looking exchanges and cooperation to drive professional development within China's MICE industry."

Key Partnership Contributions

According to the partnership agreement, the MICE Committee will participate in and support several core components of the event:

- **Shape conference content by contributing to multiple forum sessions** under the theme "Digital Transformation and ESG Practices of Future Chinese MICE Enterprises." Key topics will include localization pathways for carbon emission standards, innovative applications of digital technologies in MICE scenarios, practical approaches to "green MICE," and directions for building a MICE service system with Chinese characteristics. In addition, it will promote cross-border dialogue and collaboration with global MICE industry associations, helping China's MICE industry achieve high-quality internationalization within a context of two-way openness.
- **Mobilize industry participation by bringing qualified member companies as invited buyers and mobilize MICE industry professionals to attend the event as trade visitors**, facilitating communication and business opportunities between event participants.
- **Organize member enterprises to jointly exhibit in the event's product showcase area**, highlighting the member organizations' diverse practices and collaborative potential in areas such as destination marketing, event organization, and MICE services.

About the MICE Committee

The MICE Committee of the China Association of Travel Services is one of the key industry organizations in China's meetings and events sector. As a specialized platform under the national travel service association, it brings together key players across the MICE industry chain, including event organizers and service providers, venues & hotels, destination marketing organizations, airlines, cruise lines, destination management companies (DMCs), and PR firms. It is committed to standard-setting, resource sharing, brand promotion, and international exchange and cooperation.

Lydia Li, Deputy General Manager of Messe Berlin (China), stated: "Our mission of this year's MICE Meeting Point is to build an open, professional, and sustainable cooperation platform that connects global meetings and events resources with China's MICE and business travel market. We are very pleased to partner with the MICE Committee of the China Association of Travel Services to jointly advance high-quality growth and international connectivity across the industry."

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About ITB China

ITB China 2026 will take place from 26 to 28 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 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.

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