

ITB India

Connecting you to the Indian Travel Market



Press Release



Rebuilding Travel: ITB India 2021 Virtual Conference Theme and Speakers Revealed

- *The inaugural ITB India opens its virtual doors from 7- 9 April 2021*
- *The show will expect over **80** top speakers, about **200** international exhibitors and more than **400** Indian and South Asian buyers*
- *“Rebuilding Travel” - theme of ITB India Conference*

Berlin/Mumbai, 8 March 2021 – The inaugural ITB India Virtual Event, 7–9 April 2021, is an annual B2B trade show and conference curated to build the bridge to the Indian and South Asian travel market. The virtual show will convene key travel industry leaders and international exhibitors from MICE, Corporate and Leisure segments. Exhibitors of ITB India 2021 Virtual include National Tourism Organisations such as **Business Events Perth, German National Tourism Organisation, Israel Ministry of Tourism, Korea Tourism Organization, Sarawak Tourism Board, Saudi Tourism Authority, Visit Levi, Visit Portugal, Zagreb Tourist Board** and more.

The event will be hosted on [ITB Community in Asia](#) – a one of a kind, unrivalled 24/7 platform for trade professionals to forge connections, strike conversations and do business.

“Rebuilding Travel” – overarching theme of conference programme

The theme of this year’s ITB India Conference is “**Rebuilding Travel**”. While the travel industry is currently undergoing change, industry experts will share their ideas on the future of the Indian and South Asian travel markets. ITB India’s travel think tank will cover topics, ranging from **Travel Recovery** across **MICE, Corporate, Leisure Travel and Travel Technology**. The conference will kick-off with two keynote speeches, delivered by two industry heavy weights: **Rohit Kapoor**, CEO, India & South Asia, OYO and **Abraham Alapatt**, President & Group Head - Marketing, Service Quality, Value Added Services & Innovation, Thomas Cook India.

Among others, the conference brings together top leaders and industry experts from the private sector, such as **Amanpreet Bajaj**, Country Manager – India, Southeast Asia, Hong Kong & Taiwan, Airbnb; **Ritu Mehrotra**, Country Manager, India, Sri Lanka & Maldives, Booking.com; or **Daniel D’souza**, President & Country Head, Leisure, SOTC Travel.

Top speakers from National Tourist Offices will include **Yusuke Yamamoto**, Executive Director, Japan National Tourism Organisation (JNTO); **Iyad**

Organised by:



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Rasbey, Executive Director, Destination Tourism Development & MICE, Ras Al Khaimah Tourism Development Authority (RAKTDA); **Sisa Ntshona**, CEO, South African Tourism; **Kimarli Fernando**, Chairperson, Sri Lanka Tourism; **Steven Dixon**, Regional Trade Marketing Manager Asia, Tourism New Zealand and **Luís Araújo**, President, VisitPortugal (Turismo de Portugal).

Buyer Elite Programme Partners

The Buyer Elite Partner Programme is a partnership programme dedicated to help attendees develop stronger trade ties with regional industry stakeholders. The key trade association partners who have already joined the programme are Association of Travel Agents of Bangladesh (**ATAB**), Eastern Himalaya Travel & Tour Operators Association (**EHTTOA**), Enterprising Travel Agent's Association (**ETAA**), Maharashtra Tour Organisers' Association (**MTOA**), Nepal Association of Tour & Travel Agents (**NATTA**), Network of Indian MICE Agents (**NIMA**), Outbound Tour Operators Association of India (**OTOAI**), Travel Agents Association of India (**TAAI**), Travel Agents Federation of India (**TAFI**) and United Federation of Travel Agents Associations (**UFTAA**).

Mutual agreements were established between ITB India and each Buyer Elite Programme Partner; to invite and promote ITB India to the association's database of Indian and South Asian buyers and international trade attendees.

Benefits of attending ITB India 2021

Indian and South Asian buyers may connect with key exhibitors through business matching with video calling and messaging functions, as well as a comprehensive supplier directory. In addition, all attendees have access to high-quality conferences and on-demand videos from industry experts.

Key privileges include:

- **Business Matching** – Live platform to exchange business contacts and schedule virtual appointments. Delegates can benefit from business appointment via social video and messaging functions.
- **Conference** – A robust line-up of key industry speakers with thought-providing insights or showcases of innovative technology and solutions.
- **Supplier Directory** – A comprehensive view of all suppliers, such as company profiles, product resources and downloadable articles.
- **On-demand Videos** – All attendees will be entitled to exclusive videos from virtual events or industry contributors.

Book your booth now for ITB India 2021

Exhibitors who want to book a presence at ITB India 2021 can choose from three virtual exhibitor booth packages, starting from USD 1,500: [Basic, Enhanced or Premium Packages](#). Exhibitors may register online via [Exhibitors Registration](#).

For further enquiries, please reach out to info@messe-berlin.asia +65 6635 1188.

About ITB India 2021 Virtual Event

ITB India 2021 Virtual Event will take place digitally from 7 to 9 April 2021. It will be hosted on [ITB Community in Asia](#) (ITB Community). In its first year ITB India will be organised by the Indo-German Chamber of Commerce and supported by Messe Berlin (Singapore) Pte Ltd. The 3-day business-to-business travel trade show and convention will focus on the Indian travel market including MICE, corporate, and leisure travel sectors. Exhibitors from every sector of the industry, including travel agencies and operators, NTOs, business travel and MICE, travel technology, accommodation, and transport companies are all expected to attend.

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