

ITB India

Connecting you to the Indian Travel Market

Press Release

ITB India Virtual Kicks Off with Over 400 Buyers and 150 International Sponsors and Exhibitors

- **400+ Indian and South Asian buyers from MICE, Corporate and Leisure sectors**
- **150 international sponsors and exhibitors on the virtual show floor**
- **“Rebuilding travel”:** conference programme with more than 60 sessions

Berlin/Mumbai, 7 April 2021 – The virtual edition of the inaugural ITB India has kicked off successfully, with three days of networking, travel news and business opportunities. The annual **B2B trade show and conference** will build the bridge to the Indian and South Asian travel markets. ITB India 2021 Virtual welcomes **over 400 Indian and South Asian buyers** from MICE, Corporate, Leisure and Travel Technology sectors, as well as **150 international sponsors and exhibitors** presenting their innovative products and services.

ITB India 2021 is an **entirely virtual event** hosted on [ITB Community in Asia](#) (ITB Community). “Staying in touch, sharing best practice ideas and negotiating business – in these difficult times the travel industry needs exchange more than ever” says Katrina Leung, Managing Director of Messe Berlin (Singapore), the organiser of ITB India. “The virtual inaugural ITB India provides the ideal platform, giving key travel industry leaders and international exhibitors the opportunity to connect.” The online platform concentrates business, networking, content and news in one place. With its virtual show floor, video streaming and intelligent matchmaking tools, the platform offers the best opportunities for successful trade show results.

Saudi as the Official Partner Country of ITB India

The Official Partner Country of ITB India, **Saudi Tourism Authority**, will showcase an array of current tourism offerings and destination highlights. Tourism is a strategic industry for the future of Saudi Arabia. The country is the world’s largest investor in sustainable tourism infrastructure and offerings. Projects such as the Red Sea and Amaala are setting new global standards in the development and management of tourism in harmony with the natural world.

Virtual show floor for international exhibitors

Apart from the extensive conference programme, **150 international sponsors and exhibitors** present their products and services on the virtual show floor. This includes National Tourism Organisations such as Belarus National Tourism Agency, Business Events Perth, German National



Official Partner Country:



Organised by:



Press contacts:

Messe Berlin GmbH
Emanuel Höger
Spokesman
Senior Vice President
Corporate Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
www.messe-berlin.com
Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

ITB Berlin / ITB Asia / ITB China/ ITB India
Julia Sonnemann
PR Manager
Messedamm 22
14055 Berlin
T: +49 30 3038-2269
julia.sonnemann@messe-berlin.com
www.messe-berlin.com

Additional information:
<https://www.itb-india.com/>

Management board:
Martin Ecknig (CEO),
Dirk Hoffmann (CFO)
Chairman of the Supervisory Board:
Wolf-Dieter Wolf
Commercial Register:
Amtsgericht Charlottenburg (District Court)
HRB 5484 B
(Commercial Code)

Tourism Organisation, Israel Ministry of Tourism, Italian National Tourist Board, Korea Tourism Organization, Sarawak Tourism Board, Visit Finland, Visit Levi, Visit Portugal and Zagreb Tourist Board. Hospitality & Travel groups such as Avis India, NH Hotel Group, Royal Cliff Hotel Group and more are also exhibiting.

In addition to digital exhibition booths, **ITB India's online platform** also offers **business matchmaking** including chat and call functions for 1-to-1 business meetings. A [supplier directory](#) provides a comprehensive view of all suppliers, such as company profiles, product resources and downloadable articles.

“Rebuilding Travel” – theme of conference programme

The theme of this year's ITB India Conference is **“Rebuilding Travel”**. The over **60-session themed agenda** of the [conference programme](#) has been specially curated to help the travel industry reboot the Indian and South Asian travel industry through effective strategies for business sustainability. Industry experts will cover topics ranging from **Travel Recovery** across **MICE, Corporate, Leisure and Travel Technology**.

At a time when the travel industry is searching for up-to-the-minute market insights, ITB India gathers some of the most influential leaders across the globe to hear their views and action plans for recovery. The conference kicks off with two **C-Suite Talks**, delivered by two industry heavy weights: Rohit Kapoor, CEO, India & South-East Asia (INSEA), **OYO** and Indiver Rastogi, President & Group Head - Global Business Travel at **Thomas Cook India**.

National Tourism Organisations (NTOs) and **Convention & Visitors Bureaus (CVBs)** across South Asia and worldwide will offer thoughts and insights on how the travel industry in their destinations and South Asia will change and grow in the wake of the pandemic. Participating destinations for NTOs' and CVBs' Talks include Abu Dhabi, AIUla, Italy, Japan, Maldives, Oman, Portugal, Ras Al Khaimah, Saudi Arabia, Sharjah, South Africa, Sri Lanka and Thailand.

[Top speakers](#) from the **private sector** include **hotels** like BWH Hotel Group, Hilton, Indian Hotels Company Limited (IHCL), India Tourism Development Corporation (ITDC), IntelliStay Hotels, Lemon Tree Hotels, The Ashok, and Wyndham Hotels & Resorts as well as **airlines** like Air India Express.

What's the big idea that can kickstart business travel in a post-pandemic world – where regulations, procedures and attitudes to travel – all have changed? **Corporate travel experts** from Amadeus, CWT, SAP Concur, SOTC Travel and Thomas Cook India share their insights and innovative ideas to get corporate people ready to travel again.

In order to rebuild travellers' confidence, **tech innovation** will play a crucial role. ITB India 2021 Virtual will explore what innovations we will see next to bring even more changes and transformation to the Indian and South Asian markets including enhanced online experiences, seamless trip planning and

more. Speakers from companies like Airbnb, GRNconnect.com and Yatra.com will share their insights.

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About ITB India

The inaugural **ITB India** is an annual 3-day business-to-business trade show and convention curated to connect you to the Indian Travel Market. ITB India brings together key travel industry leaders and international exhibitors from various segments of **MICE, Leisure, Corporate** and **Travel & Technology**. Leverage on ITB India to capture the fast-growing **Indian** and **South Asian Markets**, to forge new partnerships and strengthen existing business relations with the most important players in India.

ITB India 2022 Physical Event will take place from 4 – 6 April 2022, in Mumbai, India.

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