ITB ASIA – MAGICAL KENYA’S PARTICIPATION

Website:  www.itb-asia.com
Dates:  16 – 18 October 2019
Venue:  Sands Expo & Convention Centre, Marina Bay Sands, Singapore
Accommodation:  Please see the last page of the appended program

Dear Industry Partner,

ITB Asia is an annual three-day B2B trade exhibition organized by Messe Berlin (Singapore) Ltd. It claims to be the largest annual B2B travel trade show in Asia Pacific region. It is preferred for establishing high-quality buyer and seller contacts and conducting businesses within the region in the MICE, Leisure and Corporate Travel market categories. ITB Asia is also a competitive show as it attracts sellers and suppliers from most regions of the world.

Previous Kenya trade exhibitors indicated that they benefitted from the event as it provides access to vetted business leads from Asia Pacific that broadly include India, China and Australia and also from some periphery markets like Japan, Malaysia, Singapore, Indonesia, Thailand and Philippines.

In 2018, ITB Asia had more than 11,000 attended of whom 70% were at decision making level, and from 127 countries. They met exhibitors and buyers across all segments of MICE, Corporate and Leisure. The supply and demand side were brought together through matchmaking system for scheduling 33 guaranteed meetings.

Kenya Tourism Board (KTB) wishes to invite Kenya travel trade to register 15 participants under the Kenya Stand for the event. Registration will be on “first come” basis through making the requisite deposit payment and sending back a duly filled form. Those interested are asked to send their registration details by return email on the same subject to somondi@ktb.go.ke and mjeruto@ktb.go.ke.

Please keep yourself updated by visiting ITB ASIA’s website.
Kind regards,

John Chirchir
Marketing Manager – Emerging Markets