

Press Release



The Trade Show for the Asian Travel Market



ITB Asia Announces Three-Year Partnership with Marina Bay Sands *Integrated resort will play host to B2B travel trade show from 2014 to 2016*

Singapore (17 September 2013) - Messe Berlin (Singapore), organiser of ITB Asia, 'The Trade Show for the Asian Travel Market', has announced a strategic three-year partnership with integrated resort, Marina Bay Sands, starting in 2014. The next three editions of ITB Asia will take place at the Sands Expo and Convention Centre, Marina Bay Sands, Singapore, from 29 – 31 October 2014, 21 – 23 October 2015 and 19 – 21 October 2016.

Through this new agreement, Marina Bay Sands will also be ITB Asia's official hotel partner hosting international buyers, the opening receptions, VIP C-suite lunches, as well as offer free Wi-Fi to all delegates, providing a convenient and integrated experience for all delegates.

"Marina Bay Sands offers ITB Asia a unique value proposition, including accommodation for attendees as official hotel partner and world-class conferencing facilities as official venue. The venue's prominence together with ITB Asia's reputation as a leading trade show will help to attract and grow leisure, MICE and corporate industry partnerships. This partnership also provides ITB Asia with the space we need to grow this industry platform over the next few years, and expand our exhibition and conference programme to reach out to more delegates and exhibitors worldwide," said Nino Gruettke, Executive Director, ITB Asia.

The collaboration with ITB Asia will see Marina Bay Sands help grow the level of quality participants by inviting an additional 100 of their top worldwide buyers from leisure, corporate, and MICE (meetings, incentives, conventions and exhibitions), to the existing ITB Asia Hosted Buyers Programme.

Committed to keeping delegates at the forefront of travel-tourism developments, ITB Asia will also increase its investment on the conference programme component to provide attendees with more quality content that address the opportunities, trends and potential issues faced by the industry.

"We have secured fresh funds for ITB Asia over the next three years and our aim is to take our conference sessions to new heights with more prominent speakers who will share powerful industry insights," added Gruettke.

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George Tanasijevich, President and Chief Executive Officer, Marina Bay Sands, said, “This three-year partnership with ITB Asia is a very powerful testament of our commitment to remain the number one business and leisure destination in Asia. With ITB Asia’s long standing reputation and extensive reach throughout the region, we are very confident that this partnership will solidify our leadership within the MICE industry. We are very privileged to be chosen as a partner and we look forward to delivering an exceptional Marina Bay Sands experience through ITB Asia.”

ITB Asia represents the full spectrum of tourism at all levels including the hospitality sector, tour operators or travel agencies, National Tourism Organisations, Convention and Visitors Bureaus, travel technology firms, MICE (meetings, incentives, conventions and exhibitions) and corporate travel representatives.

Each October, the trade show attracts over 8,000 participants, representing more than 90 countries, allowing delegates to ‘meet the world in three days’. ITB Asia is also a partner event of TravelRave, a mega travel and tourism festival week organised by the Singapore Tourism Board.

For more information on ITB Asia 2013 events and conferences, visit www.itb-asia.com/EventsAndConference.



Left to right: George Tanasijevich, President and CEO of Marina Bay Sands; Nino Gruettke, Executive Director, ITB Asia and Benny Zin, COO and VP, Conventions & Exhibitions, Asia, Marina Bay Sands

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About ITB Asia 2013

ITB Asia 2013 will take place at the Suntec Singapore International Convention and Exhibition Centre from 23 to 25 October. Organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau, ITB Asia features hundreds of exhibiting companies from Asia-Pacific, Europe, the Americas, Africa and the Middle East, covering leisure, corporate and MICE travel. Exhibitors from every sector of the industry, including destinations, attractions, airlines and airports, hotels and resorts, tour operators and travel related companies are all expected to attend. The show is also complemented by a powerful line-up of conference programme to deliver and discuss innovative solutions and best practices of the travel industry. ITB Asia attracts over 8000 attendees including partners, exhibitors, travel trade buyers, trade visitors and journalists from around the world. www.itb-asia.com.

About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theatres showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

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