ITE 2018 HCMC

THE MEKONG'S LARGEST TRAVEL EVENT

14TH INTERNATIONAL TRAVEL EXPO

6 – 8 SEPTEMBER 2018

SAIGON EXHIBITION & CONVENTION CENTER
HO CHI MINH CITY, VIETNAM

Your Gateway to Tourism in Asia

ORGANISED BY
- Vietnam National Administration of Tourism
- Ho Chi Minh City Department of Tourism
- VINEXAD Trade Fair & Advertising JSC
- Informa Exhibitions

SUPPORTED BY
- Ministry of Tourism, Cambodia
- Ministry of Information, Culture and Tourism, Lao PDR
- Ministry of Hotels & Tourism, Myanmar
- Ministry of Tourism and Sports; Kingdom of Thailand

ENDORSED BY
- Ministry of Culture, Sports & Tourism, Vietnam
- People's Committee of Ho Chi Minh City

Vietnam Timeless Charm

Vibrant HO CHI MINH CITY

www.itehcmc.com

International.Travel.Expo ITE.HCMC

WELCOME MESSAGE
FROM MINISTRY OF CULTURE, SPORTS AND TOURISM

On behalf of the Ministry of Culture, Sports and Tourism of the Socialist Republic of Vietnam, I would like to extend my warmest greetings to everyone taking part in the 14th edition of the International Travel Expo Ho Chi Minh City – ITE HCMC 2018 in Vietnam.

ITE HCMC has established itself as the key annual international tourism event not only in Vietnam but also the Mekong subregion. It is the largest event where international and regional sellers, buyers, trade professionals and media partners convene to keep updated with the latest developments in the travel industry. With various customised programmes for all participants including ITE Online Matching, Exhibition and Post-Show Tours, the event will provide all attendees with new sources of inspiration to gain more business opportunities.

ITE HCMC 2017 saw an increase in the number of exhibitors, buyers, media and visitors. The three-day event hosted more than 300 international and regional buyers with 5,282 business meetings. It has attracted over 30,000 visitors, reaffirming the importance of the event as the key bridge in the tourism industry for both inbound and outbound markets in Vietnam and the region.

ITE HCMC 2018 will continue to be a dedicated and focused business platform for the travel industry and will be back with even more interesting and comprehensive activities for all participants. In the meantime, we look forward to welcoming you at the ITE HCMC 2018. We wish the event with greatest success, as well as fruitful results for all participating domestic and international exhibitors and sponsors.

NGUYEN NGOC THIEN
Member of the Central Executive Committee of the Communist Party of Vietnam
Minister of Culture, Sports and Tourism, Socialist Republic of Vietnam

WELCOME MESSAGE
FROM HO CHI MINH CITY PEOPLE'S COMMITTEE

Warmest greetings from Vibrant Ho Chi Minh City!

As a center for economy, culture and tourism of Vietnam, this city is also considered as Asia's Travel Gateway connecting not only all provinces within a country, cities in Asia but also the rest of the world. With these advantages, this city has witnessed significant growth rates in term of tourism.

With more than 300 years of its history, Ho Chi Minh City has the mixture of old and new, East and West architectural buildings, historical monuments and museum, namely Ben Thanh Market, Cu Chi Tunnels, Reunification Palace, Opera House, Central Post Office, Notre Dame Cathedral, Emperor Pagoda and many more.

Moreover, Ho Chi Minh City is a paradise for food lover; you can find all the delicious dishes of the country with the fresh ingredients, variety and balance of flavours.

The warm and friendly local people are a contributing factor made the city become a popular destination.

Once again, you are welcome to Ho Chi Minh City – a friendly, safety and attractive destination.

NGUYEN THANH PHONG
Member of the Central Executive Committee of the Communist Party of Vietnam,
Deputy Secretary of Ho Chi Minh City Party Committee.
Chairman of Ho Chi Minh City People's Committee.

The Largest and Most Established
International Travel Event in Vietnam and the Mekong Sub-region

ITE HCMC returns for its 14th edition as the key international tourism event in Vietnam and the largest event of its kind in the Mekong sub-region for both inbound and outbound markets, attracting hundreds of international and local exhibitors and hosted buyers.

Our three-day event gives industry players and leading brands the opportunity to showcase their latest tourism products and services; strengthening and nurturing new relationships while hearing about industry topics with relevant and comprehensive seminars and networking opportunities.

As the only travel event endorsed by the Tourism Alliance of all five countries in the Mekong sub-region, this highly regarded and well attended event will continue to serve as a meeting point for international and local industry professionals to come together and exchange real business values.

ABOUT ITE HCMC

ITE HCMC 2017 AT A GLANCE

300+ Participating Companies and Brands Exhibitors from

40 Countries and Territories &

31 Cities and Provinces of Vietnam

14,000 Trade Visitors

16,000 Public Visitors

305 Hosted Buyers from **40** Countries

5,282 B2B Meetings

EXHIBITION HIGHLIGHTS

BUSINESS NETWORKING OPPORTUNITIES

- International Hosted Buyer and Media Programme
- Exclusive Buyer-Seller Meetings
- Business Matching and Online Pre-appointments
- Seminars on key tourist markets and other tourism related topics

SOCIAL NETWORKING EVENTS

- Grand Opening Ceremony and Gala Dinner
- Pre- and Post-show Tours for International Hosted Buyers and Hosted Media
- ITE HCMC Awards

ACTIVITIES FOR THE PUBLIC

(LAST DAY OF EXHIBITION)

- Travel Fun Fair Day with games, performances
- Various attractive travel packages deals: Flights, Hotels

and many more...

ITE HCMC AWARDS

ITE HCMC proudly presents the inaugural ITE Awards to recognise the outstanding exhibiting participants and partners for their exemplary and long term support and contributions, including these award categories:

- **ITE Best Booth Design Award**
- **ITE Exhibitor Recognition Award**
- **ITE Partner Recognition Award**

REASONS TO EXHIBIT

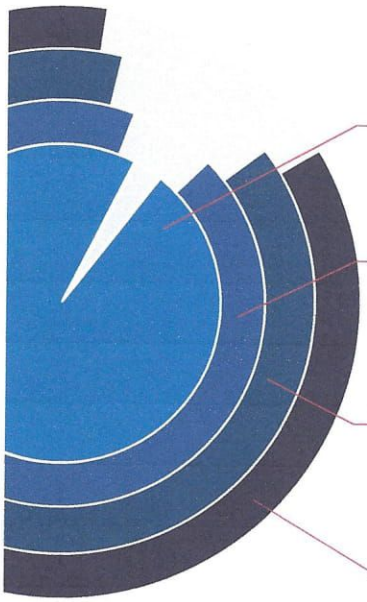
Secure orders and generate new sales leads

Build your contacts and form new relationships

Expand your business in Vietnam and Mekong sub-region

Promote your new products to a wealth of buyers and visitors

Source for quality agents and distributors



97% of exhibitors were satisfied with the quality of visitors

93% of exhibitors were satisfied with their return-on-investment at ITE HCMC

89% of exhibitors felt that the exhibition was a good platform to penetrate new markets

86% of exhibitors stated that the exhibition played an important role in their marketing activities in the region

> *An event with diverse cultures in a friendly yet professional environment. This is where you meet your potential partners. This truly brings satisfaction for participating companies and professionals.*
>
> **SAIGONTOURIST – VIETNAM**

> *We got 2 awards from the committee organisation. Branding, advertising, selling our fair packages. Very good potential transaction, growth more than 300%. For the next event, we'll participate again with the bigger space!*
>
> **MINISTRY OF TOURISM OF INDONESIA - INDONESIA**

> *All in one - You can meet many traders from all over the world at one place.*
>
> **KYUSHU TOURISM PROMOTION ORGANISATION – JAPAN**

EXHIBITOR PROFILE

- Accommodation / Hotels / Resorts
- Advice / Consultancy
- Associations / Institutions
- Attractions / Theme Parks / Museums
- Business Travel / Corporate Incentive
- Convention / Exhibition / MICE Organizers
- Cultural / Eco-Tourism
- Edu-Tourism / International Student Recruitment
- Education / Training Providers
- Luxury Travel / Golf Tours / Cruises
- Medical Tourism (Health / Wellness / Aesthetics)
- Tourism Organisations / Tourism Promotion
- Tour Operators / Travel Agencies
- Transportation / Airline / Carriers
- Travel Related Products and Services
- Travel Technology

INFLUENTIAL BUYERS

305 HOSTED BUYERS FROM 40 COUNTRIES WORLDWIDE GATHERED AT ITE HCMC 2017

97% of buyers rated the event as important for their businesses

95% of buyers were satisfied with ITE HCMC 2017

92% of hosted buyers have a significant influence on decision-making

HEAR WHAT OUR HOSTED BUYERS HAVE TO SAY ABOUT ITE HCMC 2017!

> *The appointment platform was first class and very helpful."*
>
> **RUBY MEAR GROUP OF COMPANIES – UNITED KINGDOM**

> *This was great networking experience with Good Quality Sellers & Exhibitors where I got best deals from Exhibitors. Looking for more & more exhibitors from ITE HCMC events."*
>
> **RAJAS TRAVELS – INDIA**

> *I was pleased to participate in this event. The organisation and exhibitors were extremely good and I believe this exhibition is very helpful for the travel market not just in Vietnam but worldwide."*
>
> **GLOBAL TRAVEL BG LTD – BULGARIA**

> *Good experience to know CLMTV travel market.*
>
> **DRAGON TOURS – TAIWAN**

> *Incredible opportunity to efficiently meet and learn about Asian tourism offerings.*
>
> **TRIPS 4 FUNDRAISING – USA**

> *The online matching platform worked well and was easy to schedule meetings.*
>
> **GTA TRAVEL – AUSTRALIA**

> *Overall is a good experience! We have got a lot of useful information about Vietnam. Thank you.*
>
> **DYNASTY TRAVEL INTERNATIONAL PTE LTD – SINGAPORE**

BUYERS' ACTIVITIES

Hosted buyers and sellers are engaged in different networking opportunities including ITE business matching system and buyer-seller meetings.

MORE ITE BUYERS TESTIMONIALS

> *Well organised. Thanks for the hospitality and great experience."*
> **ATS TRAVEL LLC – UAE**

> *ITE is a great platform - I met with many buyers/sellers. It gave a great opportunity to meet different suppliers under one roof."*
> **KINJAL SHAH, EXOTIC HOLIDAYS – NEW ZEALAND**

> *This was my first ITE. The exhibition was well organized and I had several interesting meetings."*
> **BOSCOLO TOURS – ITALY**

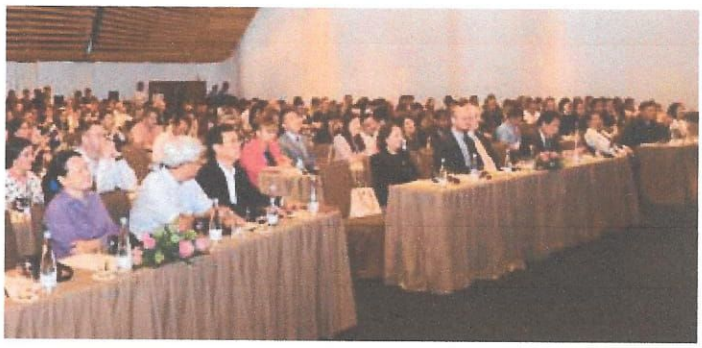
> *"I was happy to make new contacts and develop new partnerships."*
> **COSMOPOLIS – FRANCE**

> *ITE was a fantastic opportunity to meet new suppliers who will bring value to our business and South African client base."*
> **SETSEBI TRAVEL – SOUTH AFRICA**

> *Being in Vietnam for the first time, the journey was amazing."*
> **MAGIC TOURS – QATAR**

TRADE SEMINARS

Different trade seminars are also conducted delivering relevant and high value information that are related and in high demand to the international and local tourism markets.



REASONS TO VISIT

94%
of visitors would recommend a friend or colleague in the industry

89%
of visitors rated that the event met or exceeded their expectation

85%
of visitors met valuable contacts and potential partners

33%
To meet potential partners and build contacts

25%
To explore business opportunities and market intelligence

13%
To buy products/services in CLMTV Destinations

16%
To buy air tickets and tour packages

13%
To buy products/services in Non-CLMTV Destinations

WHAT DID VISITORS SAY ABOUT ITE HCMC?

> *"This is the first time and first experience for me. I think ITE HCMC 2017 is a very good opportunities to get many contacts and partners in Asian countries.*
>
> **NICE FARE TRAVEL CO., LTD – MYANMAR**

> *Meet lots of new partners and understood more about tourism market.*
>
> **VIETNAM WITH LOCALS – VIETNAM**

> *ITE HCMC created a chance to met partners and industry professionals*
>
> **HAN WAN TRAVEL SERVICE CO., LTD – VIETNAM**

VISITOR PROFILE

- Affluent Travelers / General Public
- Bulk Buyers
- Companies with Incentive Programmes
- Corporate Travel Managers
- Destination Management Companies
- Event Planners
- FIT and GIT Organisers and Buyers
- Incentive Houses
- Meeting Planners
- MICE Organisers
- Tour Operators
- Travel Agents

MORE TESTIMONIALS

OF OUR HAPPY AND SATISFIED EXHIBITORS OF ITE HCMC 2017

"Good quality of buyers, great number of visitors, diverse tourism products, different activities at different booths, a lot of travel promotions and attractive prizes."

HUE TOURISM PROMOTION INFORMATION CENTER – VIETNAM

"Benthanh Tourist have seen a remarkable revenue in the 3 days at ITE HCMC 2017, way exceeding our original expectations. Besides, we have met and networked with different partners from the potential markets whom we can work with in the future. We can say with confidence that ITE HCMC 2017 is one of the most successful events that Benthanh Tourist has participated this year. Thank you to the organisers for organising this meaningful and effective exhibition!"

BENTHANH TOURIST – VIETNAM

"We are seeing a prosperous Vietnam through 2017 ITE, because of increasing exhibitors and the attractive booths, help us to meet more and more clients, both local and foreign buyers.

GOOD TIME TRAVEL – TAIWAN

"Diverse exhibiting program. Good quality of buyers and sellers' meetings."

RESORTS WORLD SENTOSA SINGAPORE – SINGAPORE

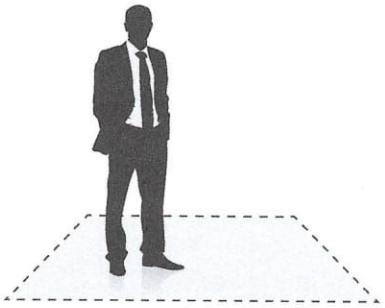
"ITE HCMC 2017 is the great event ever for Sokha Hotels & Resorts as it brings our brand to international markets. Moreover, it can help us promote not only our hotels but also Cambodian destination. We would like to recommend to all hotels & travel agencies to join ITE HCM 2018 to promote our company. Again, we would like to thank ITE HCM 2017 and we will come back again for ITE HCMC 2018."

SOKHA HOTELS & RESORTS – CAMBODIA

PARTICIPATION RATES

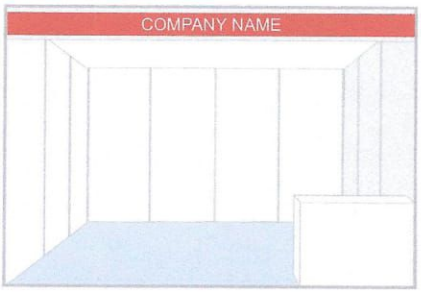
RAW SPACE *(minimum 18 sqm)*

USD400 PER SQM



STANDARD SHELL SCHEME *(minimum 9 sqm)*

USD460 PER SQM

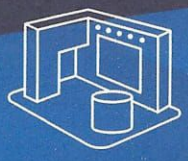


- Partition walls
- Fascia board with company's name and stand number
- Carpeted flooring
- 1 power point
- 2 fluorescent lights
- 1 information counter
- 2 folding chairs
- 1 waste basket and general cleaning

**Furniture package varies according to the stand size.*
**Exchange rate is based on prevailing exchange rate for USD*

SPONSORSHIP OPPORTUNITIES

Stay ahead of your competitors and get the maximum exposure from now till ITE HCMC 2018! This event will be the ultimate marketing platform for your organisation to reach a dedicated audience of leading industry players, top trade professionals and key decision makers. Choose from a comprehensive range of sponsorship opportunities designed to suit every marketing goal. Contact us to explore the options!



BOOK A STAND NOW TO SECURE A PREMIER LOCATION!

For participation and more information:

ite.sales@informa.com +65 6411 7709

www.itehcmc.com

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