

PRESS RELEASE

About 100 International Buyers already registered for Travel Trade Show 2007 in Ho Chi Minh City

(Ho Chi Minh City 28 July, 2007) The tourism is booming in Vietnam, particularly Ho Chi Minh City. This is manifested in the response to Travel Trade Show, ITE HCMC 2007. About 100 international buyers registered and more than 80% of the hall capacity is sold for the coming exhibition which will be held on 5-7 October 2007 at Phu Tho Exhibition Center, HCMC.

ITE HCMC 2007, the only travel trade show in Vietnam, is expected to max out the full hall capacity by October 2007 with a growth of 40% over 2006 event. The number of international buyers registered now is 82 from 20 countries. In order to assist exhibitors/sellers better prepared to welcome the expected 120 international buyers, the organizers are holding an Exhibitor Briefing on 1st August 2007, two months before the event at Majestic hotel for over 100 exhibitor personnel.

“The Seminar will equip the exhibitors with basic knowledge and know how to handle international buyers and to optimize their participation at the exhibition in October” remarked Mr Alex Eow, President of Binet Exhibition Pte Ltd.

The number of registered buyers will be increased from 59 last year to 120 this year. The number of countries represented will be increased to 20. This will present tremendous opportunity to the tourism stakeholders in Vietnam, particularly HCMC to meet, market, sell to the international buyers in 3 days.

“That we are able to reach this scale of buyer registration two months before the event is largely due to the strategic alliance with our 8 partner airlines, namely, Vietnam Airlines, Qatar airlines, Singapore Airlines, Eva Airways, Korean Airlines, Jetstar Asia, Philippines Airlines and United Airlines. The government truly appreciated their participation and contribution” commented Mdm Dong Thi Kim Vui, Director of DOT HCMC.

This is the first time we unveil the JEWELS of the MEKONG – the charms of Three Countries One Destination (Cambodia, Laos and Vietnam), with the strong support of Ministry of Tourism, Cambodia, Laotian National Tourism Administration, and VNAT. The related Hotel and Travel associations in 3 countries are actively promoting the event to their industry, resulting good growth in size of the show and attention in the international market.

ITE HCMC 2007 is sponsored by Vietnam National Administration of Tourism and supported by Ministry of Trade and People’s Committee of Ho Chi Minh City. It is jointly organized by HCMC Department of Tourism, Vinexad and Binet Exhibitions Pte Ltd.

For those interested to participate in the seminar briefing, please call us at 822 4207 for registration to avoid disappointment.

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