



PRESS RELEASE

For Immediate Release

Over 300 International Companies and Brands Confirmed For 14th International Travel Expo Ho Chi Minh City (ITE HCMC)

The definitive travel trade event in the Mekong sub-region will also have the support of 300 Hosted Buyers from over 40 countries and 26 Hosted Media from 16 countries.

HO CHI MINH CITY, Tuesday, August 21, 2018 – The 14th edition of the International Travel Expo, Ho Chi Minh City (ITE HCMC) will make a spectacular return in just two weeks' time, with a strong entourage of more than 300 companies and brands from Australia, Bhutan, Cambodia, India, Indonesia, Japan, Korea, Laos, Malaysia, Myanmar, the Philippines, Singapore, South Africa, Taiwan, Thailand, and Vietnam.

The organisers are also expecting local exhibitor participation from 37 provinces and cities in Vietnam.

Hosted Buyers & Media Programme

Three hundred carefully selected Hosted Buyers from more than 40 countries, as well as 26 acclaimed Hosted Media from 16 countries consisting of Trade and Lifestyle Media, Bloggers, and TV Broadcasters, will also be present at the three-day expo.

The Deputy Director of Department of Tourism Ho Chi Minh City, Mr La Quoc Khanh shared: "The Advisory Board in the organising committee is very strict on the criteria for the Hosted Buyers, and thus ensures the high quality of buyers that are invited to the expo. With this, we can be certain of only the best outcomes for all parties at ITE HCMC. On behalf of DOT HCMC and the Organising Committee, I extend our warm welcome to everyone to our lovely city and hope it will be a wonderful time for all."



Largest Travel Trade Event In The Mekong Sub-Region

ITE HCMC is the largest and most established annual international travel trade event in the Mekong sub-region, featuring services and products for both inbound and outbound markets.

The event gives industry players and leading brands the opportunity to showcase their latest tourism products and services; source for quality agents and distributors; and expand their business into Vietnam and the Mekong sub-region. Attendees will also find ample opportunities to build contacts, foster new relationships, and discover new business leads.

It will be held on September 6 – 8 at the Saigon Exhibition & Convention Center, and the first two days are for industry visitors and invited guests. The last day is open to the public as the Travel Fun Fair Day, with various attractive travel packages, performances, and games to excite visitors.

Strong Participation From DOTs, NTOs, & TPOs

A total of 37 Departments of Tourism (DOTs) from Vietnamese provinces and cities are expected to participate in this year's ITE HCMC, like An Giang, Ben Tre, Binh Dinh, Binh Duong, Ca Mau, Can Tho, Da Nang, Dak Lak, Dak Nong, Dien Bien, Dong Nai, Dong Thap, Gia Lai, Ha Tinh, Hai Phong, Hanoi, Hau Giang, Hue, Khanh Hoa, Kien Giang, Kontum, Lai Chau, Lam Dong, Long An, Ninh Binh, Ninh Thuan, Phu Tho, Quang Binh, Quang Nam, Thanh Hoa, Tien Giang, Tra Vinh, Tay Ninh, Vinh Long, Vung Tau and Yen Bai.

Buyers and visitors will also find booths from various National Tourism Organisations (NTO) and Tourism Promotion Organisations (TPO) from top travel destinations in Asia.

These include India Tourism; Japan National Tourism Organization; Korea Tourism Organization; Malaysia Tourism Promotion Board; Ministry of Information, Culture and Tourism, Laos; Ministry of Tourism of Cambodia; Ministry of Tourism of Republic Indonesia; Myanmar Tourism; Nagoya City; Penang Global Tourism; Taiwan Tourism Bureau Bangkok Office; Tokyo Convention & Visitors Bureau; and Tourism Authority of Thailand (HCMC Office).



Korea Tourism Organization has been a strong regular exhibitor at ITE HCMC, and Mr Jung Chang Wook, Director of Korea Tourism Organization in Vietnam, said: "There are so many aspects of and areas in beautiful Korea that we want to introduce to the international buyers and Vietnamese people, from the scenic sights and tourist attractions, to our traditional and modern pop culture and food. Visitors to the expo will be able to experience a little of Korea at our booth. We welcome all to approach us for any enquiry on Korea travel, we will be delighted to assist."

Stronger Participation Locally & Internationally

Companies from the tourism hotspots of Australia, Bhutan, Cambodia, India, Indonesia, Japan, Laos, Malaysia, Myanmar, Singapore, South Africa, South Korea, Taiwan, Thailand, and Vietnam, will also be making their way to the exhibition.

The exhibitors include BeMyGuest; Ben Thanh Tourist Services JSC; Bhutan Herdes Expedition; Central Japan; Cu Chi Tunnel; Fidi Tour; Focus Melbourne; FVG; Good Time Travel Taiwan; Kansai Airports; Komtom, Lac Viet Travel; Muong Thanh Group Joint Stock Company; Prince Hotels (Thailand) Co., Ltd; Saigon Tourist Holding Company; South Pacific Travel; Sungroup, Tokyo Air Terminal Corporation; Traveltek Australia Ltd; Tugo Travel; VIAGS VNA; Viet Princess Cruise; Vietmap Travel; Vietjet; Viet Travel; Vinpearl and many more.

Viet Travel, a long-time supporter of the expo, is one of the exhibitors who will be offering special deals for trade and public visitors. A spokesperson said: "As one of the leading top tour operators in Vietnam, we have assisted countless eager travellers embark on enjoyable journeys. For the upcoming ITE HCMC, we have lined up attractive inbound and outbound travel packages to numerous exciting destinations. Come chat with us, and we look forward to meeting new travel partners."

Vietjet is another exhibitor that will be at the expo. A spokesperson from Vietjet said, "Vietjet is currently operating 60 A320 and A321 aircraft, carrying out more than 385 daily flights with around 60 million passengers, with 94 routes covering many destinations in Vietnam and region. We have been attended and



supported Ho Chi Minh City International Travel Fair (ITE HCMC) for five consecutive years. This year, we continue to bring many attractive activities for visitors such as hundred thousand of super saving tickets only from 0 dong and other exciting art performances.”

Informative Business Seminars For Invited Guests

Apart from the Grand Opening Ceremony, Gala Dinner, B2B Buyer-Seller meetings, business matching, and various networking functions, invited participants can also attend on-trend business seminars organised by the Vietnam National Administration of Tourism (VNAT) and the Department of Tourism Ho Chi Minh City.

Six seminars have been lined up this year:

1. Introducing Exciting Destinations of Vietnam;
2. ASEAN Tourism Award;
3. Vietnam – China Tourism Cooperation;
4. Innovation in tourism products – from ideas to business reality;
5. Japan Tourism Market;
6. Advancing the Vietnam travel and tourism sector – Enhancing Data Driven Decision Making and Using Blockchain

The Only Travel Event Endorsed by the Tourism Alliance

ITE HCMC, organised by the Vietnam National Administration of Tourism, Department of Tourism Ho Chi Minh City, VINEXAD Trade Fair & Advertising JSC, and Informa Exhibitions, is the only travel event endorsed by the Tourism Alliance of all five countries in the Mekong sub-region.

This includes support from the Ministry of Tourism, Cambodia; the Ministry of Information, Culture and Tourism, Lao PDR; the Ministry of Hotels & Tourism, Myanmar; and the Ministry of Tourism and Sports, Kingdom of Thailand. It is also endorsed by the Ministry of Culture, Sports & Tourism, Vietnam; and the People’s Committee of Ho Chi Minh City.



Creating Beautiful Memories & Fruitful Business Outcomes

Mr Bui Ta Hoang Vu, Director of the Department of Tourism Ho Chi Minh City, said: "It's always a very thrilling time for us when ITE HCMC comes around, with so many guests from all around the world descending on our city and discovering its beauty. Even as Ho Chi Minh City develops into a modern city rapidly, it doesn't lose its pure and authentic Vietnamese charm and traditions. We hope visitors will be enthralled by our wonderful juxtaposition of traditional and modern, and bring back beautiful memories to share with their countrymen."

Mr Jack Wei, General Manager of Informa Exhibitions Asia, added: "The ITE HCMC has already become a pillar event in the region's travel calendar. It attracts continual international interest as well as within Vietnam; this year, we are proud to have the support from our returning as well as new exhibitors, even from distant countries Bhutan and South Africa. With our signature events like online business matching, B2B Buyer-Seller meetings, Gala Dinner, and power-packed seminars, we will ensure this year's event will be refreshing and fruitful for all."

Event Details

Event Dates : 6 & 7 September - For trade visitors only
8 September 2018 - For Both Trade and Public Visitors

Exhibition Hours: 9am - 5pm

Venue : Saigon Exhibition & Convention Center (SECC)
799 Nguyen Van Linh Street, District 7, Ho Chi Minh City,
Vietnam

For more press information and images, please contact the following:

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About ITE HCMC

The event, established in 2005, is the key international tourism event in Vietnam, and the largest event of its kind in the Mekong subregion for both inbound and outbound markets, attracting hundreds of international exhibitors and hosted buyers. Recognised as Vietnam's one and only National Tourism Event by the Ministry of Culture, Sports & Tourism, it is also the only travel event endorsed by the Tourism Alliance of all five countries in the Mekong Region.

Trade and public visitors totaled over 30,000 in the last edition held in 2017. ITE HCMC 2018 is organised by the Vietnam National Administration of Tourism; Ho Chi Minh City Department of Tourism; VINEXAD Trade Fair & Advertising JSC; and Informa Exhibitions. Please visit <http://www.itehcmc.com> for more information.