

# ITB ASIA STRENGTHENS PARTNERSHIP WITH K.I.T TO ENHANCE 2015 ASSOCIATION CONFERENCE PROGRAMME



ITB Asia, the 'Trade Show for the Asian Travel Market', has announced it will continue its partnership with leading conference and association management company, K.I.T Group, expanding this year's Association conference programme.

A series of sessions entitled 'EAST Meetings WEST' will focus on how European and International associations can optimize their activities and relationships within the Asia Pacific region, and include dedicated discussions focusing on key markets such as China and India. The K.I.T. conference will take place on 22 October 2015, the second day of the show, at the Sands Expo and Convention Centre, Marina Bay Sands in Singapore.

"This educational business programme, designed especially for association executives and industry leaders, adds to ITB Asia's strong conference line-up. This year's speakers will discuss Asia's unique association landscape, and provide advice on how organisers can enhance their own events to attract greater participation from the region." said Katrina Leung, Executive Director of Messe Berlin (Singapore), the organisers of ITB Asia.

The first session titled 'The Multipolar Knowledge Society' will focus on the internationalisation and regionalisation of the Association world with contributions from Alessandro Cortese, CEO of the European Society Radiotherapy and Oncology (ESTRO), and Mohamed Mezghani, Deputy Secretary of the Union International de Transport Public (UITP).

There will then be an in depth look at the growth of regional events in the association sector, case study presentations will be made by Josche Ouwerkerk, Manager of Conferences and Business Relations at the International Federation of Library Associations (IFLA) and Professor Tan Huay Cheem, President, Asian Pacific Society of Interventional Cardiology (APSIC).

"Our sessions are specifically designed for delegates looking to expand Asian involvement in their events, or to actually extend their events into the Asian market. Our timely and tailored content will allow attendees to garner insights into the vast opportunities of this diverse and expanding marketplace," said Ben Hainsworth, Executive Director for Associations, K.I.T Group GmbH.

The conference will also shine a spotlight on the prospects of two regional giants, China and India. Speakers will include Jennifer Salsbury, CEO of IMC Convention Solutions, formerly Director of Sales, International at the China National

Convention Center (CNCC), Beijing and a senior representative of the World Toilet Organization (WTO) which held its global summit in New Delhi earlier this year.

ITB Asia will have a strong line-up of conferences this year with a number of sessions already confirmed. These include partnerships with the China Outbound Tourism Research Institute

(COTRI), Centre for Aviation (CAPA), and DestinationElite. Attendees can expect to gain a comprehensive understanding on China's booming outbound travel market, learn more about the latest change drivers that are essential to understanding the future of the aviation industry as well as trends in the premium travel and hospitality industry in Asia.

ITB Asia is a partner event of TravelRave, a mega travel and tourism festival week organised by the Singapore. Last year's show attracted close to 750 exhibitors from 76 countries, as well as 850 buyers from 62 countries. ITB Asia is a partner event of TravelRave, a mega travel and tourism festival week organised by the Singapore Tourism Board.

For more information on ITB Asia 2015, visit [www.itb-asia.com](http://www.itb-asia.com).

For more information on EAST meetings WEST, contact [bhainsworth@kit-group.org](mailto:bhainsworth@kit-group.org).

### **About ITB Asia 2015**

ITB Asia 2015 will take place at the Sands Expo and Convention Centre, Marina Bay Sands, from 21 - 23 October. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The event will feature hundreds of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa and the Middle East, covering not only the leisure market, but also corporate and MICE travel. Exhibitors from every sector of the industry, including destinations, airlines and airports, hotels and resorts, theme parks and attractions, inbound tour operators, inbound DMCs, cruise lines, spas, venues, other meeting facilities and travel technology companies are all expected to attend. [www.itb-asia.com](http://www.itb-asia.com).

### **About K.I.T. Group**

K.I.T. Group's expertise is the worldwide organisation of conferences with a great affinity to detail planning, budget transparency and a well-structured action plan/countdown. Our complete range of services includes the management of all logistical and administrative aspects of conference organisation. Being long-time leaders in the field of conference management, we have the flexibility to adapt to your association's requirements and customise our services to serve your needs. With more than 25 years of expertise in the organisation of conferences all the while building strategic alliances, K.I.T. Group is based in Berlin with Europe at our feet, and operational offices worldwide. [www.kit-group.org](http://www.kit-group.org).

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