

# ITB CHINA IS YET ANOTHER VICTIM OF CORONAVIRUS



Messe Berlin has cancelled the ITB China, which was planned for mid-May. The reason is the ongoing coronavirus epidemic. No alternative date has been set so far.

The Chinese trade fair was launched by Messe Berlin four years ago. **The largest B2B travel trade fair in the Middle Kingdom last counted 800 exhibitors and 17,000 visitors.** Exhibitors and visitors can contact the trade fair organization directly in case of any queries.

Several other trade fairs and events in China have already been cancelled, such as the Formula 1 Grand Prix in Shanghai on 19 April or the LPGA golf tournament and the Formula E race in Hainan. Numerous hotels have also been closed in the meantime.

The cancellation has no effect on the ITB in Berlin. The exhibition halls are fully booked, according to Messe Berlin. Around 10,000 exhibitors from 180 countries are expected. Two of 22 exhibitors from China have so far cancelled their participation. Also, some incoming agencies and hotel chains who wanted to present themselves at the central China stand will not be travelling to Berlin. Many Chinese companies are represented by employees who live in Europe and do not travel from China.

**Meanwhile, hygiene measures have been stepped up for the Berlin exhibition grounds.** Sanitary facilities, entrances or escalator belts are to be cleaned more intensively. Visitors should also ensure good hand hygiene themselves, according to the official information.

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