



ITB
INDIA

Gateway
to the Indian
Travel Market

PROGRAMME BROCHURE

15 - 17 April 2020, Mumbai, India
itb-india.com



Organised by:



Supported by:



Content



2

Conference
Schedule

ABOUT

The ITB India Conference Programme features thought provoking and inspiring content from a diverse range of MICE, Corporate Travel, Leisure and Travel Technology topics.

Hear insights from the C-Suite and Senior Executives from major travel brands who will gather at ITB India to outline what it takes to succeed in the Indian outbound travel market, and how they are planning to further grow as the industry continues to move forward.

Flip through the Programme Brochure for a glimpse of what's upcoming at [#ITBIndia2020](#).

KNOWLEDGE
THEATRE

MICE
EXCHANGE

CORPORATE
TRAVEL

5

Key Sessions
Not To Be Missed

6

2020
Speakers

TRAVEL
TECHNOLOGY

DESTINATION
MARKETING

Conference Overview

As of 04/02/2020

Day 1, Wednesday, 15 April 2020

OPENING KEYNOTE

(Knowledge Theatre)

Day 1 Opening Keynote

1000 - 1030

Keynote Interview: Why India? Why now? Get ready for the next wave of growth



1030 - 1110

Keynote Panel: Capturing the new outbound traveller



MICE CORPORATE EXCHANGE TRAVEL

1030 - 1230

Conference session by NIMA



1200 - 1230

B-Leisure: How to successfully mix work and play



1230 - 1300

Corporate Conference Day by ACTE



KNOWLEDGE THEATRE

1130 - 1200

C-Suite Talk: Latest insights on the India's travel market



1200 - 1230

C-Suite Talk: Conversion in travel



1230 - 1300

C-Suite Talk: A world beyond cash



1300 - 1330

C-Suite Talk: Chatbots, AI and the customer journey: How to create adventures in real time



Tours & Activities, Deal Booking Sites Talks

What do Indian travellers crave? Join us to learn how industry players are creating relevant and memorable experiences at every touchpoint.

1330 - 1400

C-Suite Talk: Multi-channel distribution: How to strike the most profitable balance between direct & third-party inventory



1400 - 1430

C-Suite Talk: The next great untapped markets



1430 - 1500

C-Suite Talk: From why to why not: Reinventing mass tourism



KNOWLEDGE THEATRE

1500 - 1530

C-Suite Talk: The new business of loyalty: How to deliver value in a very price sensitive market



1530 - 1600

C-Suite Talk: In an AI-driven world, what does it mean to be a travel agent?



1600 - 1630

C-Suite Talk: What hotels can learn from airlines by Leisure Hotels & Havelis & CAPA South Asia

1630 - 1700

C-Suite Talk: Inside India's aviation revolution and what it means for travelers



DESTINATION MARKETING

1030 - 1050

Conference session by Association of Domestic Tour Operators of India (ADTOI)



1050 - 1110

Conference session by Travel Agents Association of India (TAAI)



1110 - 1130

Conference session by The IATA Agents Association of India (IAAI)



DESTINATION MARKETING

1130 - 1200

Future trends in tourism



1200 - 1230

The secrets of building brand loyalty in India



1230 - 1300

The new outbound marketing strategy



1300 - 1330

Social media is a new hangout: How does that change and innovate the ways we communicate to Indian travellers?



1330 - 1400

Conference session by ISPRAVA



1400 - 1430

Research Online, Purchase Offline: Understanding Indian travellers' behaviours & developing friendly travel packages



1430 - 1500

Food, festivals and mother tongue: Why are they the keys to successfully attract Indian travelers



1500 - 1530

Conference session by G Adventures



1500 - 1530

How to create and engage Indian travelers with your brands



1500 - 1530

Women in Travel & Tourism



TRAVEL TECHNOLOGY

1130 - 1200

Session on tech mega trends



1200 - 1230

Hotels of the future: Latest cutting-edge technologies



1230 - 1300

Conference session by Indian Hotels Company Limited (IHCL)



1300 - 1330

How emerging technologies are reinventing the experience of buying and managing travel



1330 - 1400

Evolution of Urban Transport - Transition from moving employees to creating the experience



1400 - 1500

Session on personalization

1430 - 1500

The hotel's automated future



1500 - 1530

Driving booking profits with Big Data



1530 - 1600

Tech embrace: How NDC, AI, and chatbots are shaping the future of booking



1600 - 1630

Conference session by HolidayMe



Conference Overview

As of 04/02/2020

Day 2, Thursday, 16 April 2020

OPENING KEYNOTE

(Knowledge Theatre)

Day 2 Opening Keynote

1030 - 1100

Keynote Interview: Winning over today's Indian travellers

1100 - 1140

Keynote Panel: Travel technology: Differentiator, not enabler



RateGain

1140 - 1200
Q&A

KNOWLEDGE THEATRE

1200 - 1230

C-Suite Talk: Breaking through traditional thoughts: Travel upselling, cross-selling and everything in between



1230 - 1300

C-Suite Talk: Rethinking your direct booking strategy: Why acquisition and conversion work better together



TRIPTEASE

1300 - 1330

C-Suite Talk: The new outbound marketing strategy



KNOWLEDGE THEATRE

1330 - 1400

C-Suite Talk: What will change and disrupt the online travel industry and what does it mean for India's market?



1400 - 1430

C-Suite Talk: Unconventional thinking: What can we do to drive growth?

1430 - 1530

Leaders' Insights: Hotel & Alternative Accommodation Panel



1530 - 1600

C-Suite Talk: Session by TripAdvisor India



1600 - 1630

C-Suite Talk: Protecting your brand with customer-centric partnershi



1630 - 1700

C-Suite Talk: How travel influencer marketing is evolving: The good, the bad and the brilliant



MICE CORPORATE EXCHANGE TRAVEL

1030 - 1130
MICE & Hotels Talk

1130 - 1200

India and APAC business: Corporate travel outlook



1200 - 1230

Sustainability in the meetings space



1230 - 1330

Corporate Travel Panel



1330 - 1400

The new world of loyalty: Why are employees booking outside company travel policy?



1400 - 1500

Conference session by HRS GmbH



1500 - 1700

Conference session by NIMA



DESTINATION MARKETING

1030 - 1230

Conference session on sustainable tourism hosted by Pacific Area Travel Writers Association (PATWA)



1230 - 1330

Asian NTO Leaders Panel



1330 - 1420

Middle Eastern NTO Leaders Panel

1420 - 1510

European NTO Leaders Panel

1510 - 1530

Conference session by TTAUP - The Travel Trade Association of Uttar Pradesh



1530 - 1550

Conference session by UFTAA - United Federation of Travel Agent's Associations



1550 - 1610

Conference session by OTOAI - Outbound Tour Operators Association of India



1610 - 1630

Conference session by ETAA - Enterprising Travel Agents Association



1630 - 1650

The Indian Millennial and travel strategies to combat



TRAVEL TECHNOLOGY

1030 - 1100

Session on automated travel technologies



1100 - 1130

From text to voice: Understanding the future of travel planning



1130 - 1330

Conference session by Jacobs Media Group



Sessions on VR, AR, AI & Biometrics, Super-apps & Super Travel Tech

1330 - 1400

Conference session by QuaQua



1400 - 1430

Conference session by Bókun, a TripAdvisor company



1430 - 1500

Conference session by Robonomics AI



1500 - 1530

Conference session by ixigo



1530 - 1600

Conference session by RedDoorz



1600 - 1630

Conference session by Travelstop



1630 - 1700

Conference session by Vernost Marketing Technology and InterMiles



Conference Overview

As of 04/02/2020

Day 3, Friday, 17 April 2020

KN WLEDGE THEATRE

1030 - 1100

C-Suite Talk: Going digital: How online has shaped Indian travellers' behaviours

1100 - 1140

C-Suite Talk: How SMES in travel can outlive the current market scenario



Loyalty Talks

The secrets of building brand loyalty in India

1130 - 1200

C-Suite Talk: The importance of brand loyalty in travel distribution business



Travel Designer Group

1300 - 1330

C-Suite Talk: Unique, dynamic and fragmented media consumption in India: Innovative ways to connect and sell to Indian consumers

1330 - 1400

C-Suite Talk: How much are uncontactable customers costing your business?

Sustainable Tourism Talks

1400 - 1530

From creating exceptional tours that support sustainable tourism, empowering women entrepreneurs in tourism to how technology can help and the rise of voluntourism

KN WLEDGE THEATRE

1530 - 1600

C-Suite Talk: Collective individualism: The changing consumer behaviours in India and what it means for travel

1600 - 1630

C-Suite Talk: Serving the Super Rich: What do they want and how it is redefining luxury travel

1630 - 1700

C-Suite Talk: Building the rewards strategy that works: How to target, retarget and retain more customers?

MICE CORPORATE EXCHANGE TRAVEL

1030 - 1100

Looking for the next new thing? Meetings at Sea – How cruise lines can be part of MICE



1100 - 1130

How to optimise your accommodation spend

1130 - 1200

Swipe right for the perfect match: How to find the right TMC for you and your company

1200 - 1230

Who stole my audience? Understanding why attendees come to events (or the other way around) and how to keep them engaged and coming back year after year

Payment & Insurance Talks

1230 - 1330

Technologies & Digital Disruption Talks

1330 - 1700

From innovative technologies to thought provoking ideas on what will change the corporate traveler habits and how corporate travel is packaged, bought, and sold

DESTINATION MARKETING

1030 - 1100

Going where the Indian tourists go: Tailoring travel packages that speak to the Indian heart

1100 - 1130

Selling trips as a kind of therapy



1130 - 1200

Growing eminence of outbound markets for Indian travellers and impact to hotel performance



Luxury, Wellness & Responsible Tourism

1200 - 1300

Achieving success in destination marketing through alternatives in tourism



1300 - 1330

Making destinations safe for children - A business imperative for sustainable destination marketing



1400 - 1430

Creating meaningful on-trip experience: How to show your customers that you truly care

1600 - 1630

Overcoming being data rich but information poor

TRAVEL TECHNOLOGY

Sessions on digital payment & alternative currencies
1030 - 1200

Sessions on DIY Tech
1200 - 1330

Start-up Spotlight
1330 - 1700

DAY 1 OPENING KEYNOTE

10:00 - 10:30

Keynote Interview: Why India? Why now? Get ready for the next wave of growth

10:30 - 11:10

Keynote Panel: Capturing the new out-bound traveller

DAY 2 OPENING KEYNOTE

10:30 - 11:00

Keynote Interview: Winning over today's Indian travellers

11:00 - 11:40

Keynote Panel: Travel technology: Differentiator, not enabler

C-SUITE TALKS

A series of C-Suite Talks will feature at ITB India's Knowledge Theatre, where industry leaders share what it takes to remain competitive and successful in the Indian Travel market.

LEADING BRANDS AT #ITBINDIA2020



DON'T MISS THESE SESSIONS

Interested to speak at ITB India 2020? Reach out to our Conference Team at conference@messe-berlin.asia



2020 Conference Speakers

For full list of speakers, visit: www.itb-india.com/conference-speakers

DAY 1 OPENING KEYNOTE



Abraham Alapatt
President & Group Head -
Marketing, Service Quality,
Value Added Services &
Innovation, **Thomas Cook India**



Vikas Bhola
Regional Director, South
Asia Pacific, **Booking.com**



Deep Kalra
Chairman & Group CEO,
MakeMyTrip



Filip Filipov
VP Strategy, **Skyscanner**



Rohit Kapoor
CEO, India & South Asia,
OYO



Amanpreet Bajaj
Country Manager,
Airbnb India

DAY 2 OPENING KEYNOTE



Bhanu Chopra
CEO, **RateGain**



Indroneel Dutt
Chief Financial Officer,
Cleartrip



Prakash Sangam
CEO, **redBus**

MICE EXCHANGE CORPORATE TRAVEL



Gaurav Luthra
COO, **FCM Travel**
Solutions India



Harshad Donde
Country Director - India,
BCD Meetings & Events



Rakshit Desai
Managing Director,
India, **Flight Centre**
Travel Group



Renaud Nicolle
Vice President Business
Travel, Asia Pacific,
Amadeus

DESTINATION MARKETING



Abhijit Mishra
Regional Director,
APAC, **KAYAK**



Andrew van der Feltz
Senior Director, Business
Development, EMEA & APAC,
Expedia Group Media Solutions



Anirudh Gupta
Co-Founder & CEO,
Tripoto



Barkathunnisha
Founder and Principal
Consultant, **Elevated**
Consultancy, Training Director,
World Women Tourism



Deepak Raj Joshi
CEO, **Nepal Tourism**
Board



Dorji Dhradhul
Director General, **Bhutan**
Tourism Council



Krishanu Banerjee
Consultant, Public Sector
Practice, **Frost & Sullivan**



Pradip Lulla
Acting President, **TAFI** -
Travel Agents
Federation of India



P P Khanna
President, **ADTOI** -
Association of Domestic
Tour Operators of India



Paras Loomba
Founder, **Global Himalayan**
Expedition



Rahul Singh
CEO, **Ithaka**



Trevor Jonas Benson
VP, Destination Development,
Culinary Tourism Alliance

Interested to speak at ITB India
2020? Reach out to our
Conference Team at
conference@messe-berlin.asia

2020 Conference Speakers

For full list of speakers, visit: www.itb-india.com/conference-speakers

KNOWLEDGE THEATRE



Amit Arora
Managing Director - India,
Egencia



Amit Taneja
Chief Business Officer -
International Markets, Cleartrip



Anand Srinivasan
CCO, Travel Designer
Group



Angus McDonald
Co-Founder & CEO, Cover
Genius



Anupam Pahuja
Managing Director,
PayPal India



Ashish Kishore
Managing Director, India, American
Express Global Business Travel
(GBT)



Bernard Corraya
General Manager - India
Subcontinent, Wego



Charlie Osmond
Founder & Chief Tease,
Triptease



Chitra Gurnani
Co-Founder & CEO,
Thrillophilia



Daniel D'souza
President & Country Head,
Leisure, SOTC Travel



Jatinder Paul Singh
Chief Operating Officer, Retail and
Leisure Travel, EbixCash Travel &
Holidays



Krishan Singh
CEO, TUI India



Manish Tolani
Vice President &
Commercial Director, Hilton



Nikhil Ganju
Country Manager - India,
TripAdvisor



Oliver Dlouhy
CEO, Kiwi.com



Prashanth Rao Aroor
CEO, IntelliStay Hotels



Rajeev Kumar
Founder, CEO & Managing
Director, Mystify



Vishal Sinha
CEO, India, CWT



Vivek Neb
Managing Director, Grail
Insights

TRAVEL TECHNOLOGY



Amarnath Lal Das
General Manager - India
Travel, Accenture



Ashutosh Sinha
Co-Founder & Managing
Director, Robonomics AI



Dor Krubiner
Founder & CEO,
Hotelmize



Gaurav Chiripal
Founder & CEO,
QuadLabs



Jong Yoon Kim
CEO, Online Business
Yanolja



Joy Ghosh
Regional Vice President, India
& Subcontinent, TravelClick



Kunwar Asheesh Saxena
Co-Founder & CTO,
RedDoorz



Mankiran Chowhan
Managing Director, Indian
Subcontinent, SAP Concur



Martin Herbert
Regional Managing Director for
India & Sri Lanka, Travelport



Pete Saxby
Associate Director, Asia Pacific,
Bókun, a TripAdvisor company



Prashant Kirtane
Founder & CEO,
Travelstop



Purav Shah
CEO & Founder,
QuaQua



Vipul Kapoor
Co-Founder, eZee
Technosys

and
many
more...

CONFERENCE PARTNERS



Pacific Area
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BUYERS ELITE PROGRAMME PARTNERS



Buyers Elite Partner Programme

Join us in the Buyers Elite Partner Programme (BEPP)

Attending ITB India? Develop stronger trade ties with the buyers at the show and secure more business opportunities together by being a **BEPP Partner**.

As a BEPP Partner, you may recommend MICE, Leisure and Corporate buyers, and these buyers can either be your existing clients or buyers whom you wish to meet at ITB India. You will be given priority meetings with your approved recommended buyers* as a BEPP partner.

**Recommended buyers will be subjected to validation by the ITB India Buyers Team*

Benefits of being a BEPP Partner



Priority meetings with your recommended buyers during business matching



Accommodation and flight reimbursements of recommended buyers handled by the ITB India team



Hosting of one representative with a minimum of 15 approved recommended buyers



On-site branding and logo to be included in show catalogue



Contact the ITB India Buyers Team at buyer@itb-india.com for more information.

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REGISTER AS A TRADE VISITOR

The inaugural ITB India is your Gateway to the Indian Travel Market. Leverage on ITB India to forge new partnerships and strengthen existing business relations with the most important players in the industry.

With **8,000+ attendees**, **500+ buyers**, **400+ exhibitors** and **150+ speakers**, ITB India is the platform for you to network, do business and learn from industry experts.

To purchase your Trade Visitor ticket, visit www.itb-india.com
For enquiries, please contact us at +65 6635 1188 or email us at sales@messe-berlin.asia

