

**ITB India**  
15 to 17 April 2020

**PRESS RELEASE**

**Messe Berlin appoints Indo-German Chamber of Commerce as event organiser of inaugural ITB India**

- The new annual trade show for India's outbound travel market kicks off at the Bombay Exhibition Centre in Mumbai on 15 to 17 April 2020
- Travel leaders to tackle industry issues at ITB India Conference

Berlin, 29 August 2019 – Messe Berlin, one of the top ten trade fair and event organisers worldwide, is pleased to announce its cooperation with the Indo-German Chamber of Commerce (IGCC) for organising the inaugural ITB India for the year 2020. The cooperation was formalised in Berlin, Germany, by Dirk Hoffmann, Chief Financial Officer of Messe Berlin, Dr. Martin Buck, Senior Vice President, Travel & Logistics, Messe Berlin and Bernhard Steinrücke, Director General of IGCC. Messe Berlin (Singapore) will be supporting in organising this premier event in India. With its leading trade show, ITB Asia, it participates in the fastest-growing markets and has been a trendsetter in the Asian tourism world for eleven years now. "Our intention was to introduce the strong and successful ITB brand to the Indian market. We are pleased to have the vast network and expertise of IGCC at our side, which has over 60 years of experience in developing markets in India. ITB India is the product of our strategic partnership. Together we will establish ITB India as the leading travel trade show in India", said **Dirk Hoffmann, Chief Financial Officer, Messe Berlin.**

"We're proud to be supporting Messe Berlin in organizing its premier event in the Indian market. As ITB is a renowned international brand, we're delighted to be a key partner and together, make ITB India the leading travel trade event for the India market", commented **Bernhard Steinrücke, Director General, Indo-German Chamber of Commerce.**

(left to right: Bernhard Steinrücke, IGCC, Dirk Hoffmann, Messe Berlin and Dr. Martin Buck, Messe Berlin)



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Dirk Hoffmann (CFO)  
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The inaugural ITB India, 15-17 April 2020, is an annual three-day b2b trade show and convention curated to build the bridge to the Indian travel market. The show brings together key travel industry leaders and international exhibitors from various segments of MICE, Leisure, Corporate and Travel & Technology.



(left to right) Bernhard Steinrücke, IGCC and Dr. Martin Buck, Messe Berlin

### **ITB India Conference features thought provoking and inspiring content**

The ITB India Conference is part of the inaugural ITB India in Mumbai. The organisers have announced an exciting conference line-up for next year's premiere event which includes a wide range of showcases and workshops focusing on corporate travel, travel technology, meetings and incentives, destination marketing, cruise, payments and more. The conference programme will kick-off on the first day of the show with a keynote interview by PhoCusWright founder Philip Wolf and Deep Kalra, Chairman & Group CEO of MakeMyTrip on "Why India? Why now? Get ready for the next wave of growth". CEOs and senior executives representing leading brands in travel – Airbnb, AMEX GBT, Booking.com, Cleartrip, Cox & Kings, Egencia, OYO Hotels & Homes, PayPal, Travelport and others – have confirmed their attendance and will lay bare the opportunities and challenges in the Indian travel sector.

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### **About the Indo-German Chamber of Commerce**

The Indo-German Chamber of Commerce is one of the largest bi-national Chambers of Commerce in the world, founded in 1956 in India and is part of the umbrella organization German Association of Chambers of Industry and Commerce (DIHK). It provides business solutions to companies which are interested in entering the Indian market and supports Indo-German

business relations with its vast expertise in Indian legal and economic conditions. IGCC gives various kinds of services like market entry support, marketing, services in India and also supports various German trade fair companies in executing trade fair projects in India.

For more information on ITB India 2020, visit <http://www.itb-india.com> or contact [itbindia@messe-berlin.asia](mailto:itbindia@messe-berlin.asia).

**More photos are available for download here:** <https://www.itb-india.com/gallery>

### **About ITB India 2020**

ITB India 2020 will take place at the Bombay Exhibition Centre in Mumbai, India, from 15 to 17 April 2020. In its first year it will be organised by the Indo-German Chamber of Commerce and supported by Messe Berlin (Singapore) Pte Ltd. The 3-day business-to-business travel trade show and convention will focus on the Indian travel market including MICE, corporate, and leisure travel sectors. Exhibitors from every sector of the industry, including travel agencies and operators, NTOs, business travel and MICE, travel technology, accommodation, and transport companies are all expected to attend.

#### Information about the data protection law:

Under the data protection law the organisation responsible for this email is Messe Berlin GmbH, Messedamm 22, 14055 Berlin, represented by its management: Dr. Christian Göke (CEO), Dirk Hoffmann; Chairman of the Supervisory Board Wolf-Dieter Wolf; Data protection officer: postal address as for Messe Berlin GmbH, email: [datenschutz@messe-berlin.de](mailto:datenschutz@messe-berlin.de). The email address used for the dispatch of this information has been obtained for the purpose of sending press releases. Section 6, Subparagraph 1, Letter f, DSGVO forms the legal basis for this purpose and for the dispatch of press releases to press representatives. The justified interest is that of notifying media representatives about current and future trade fairs and similar events. This email address will not be passed on to third parties.

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