

**PRESS RELEASE**

## **ITB India 2020: ACTE will be the anchor strategic partner for Corporate Travel Day**

- After two years of successful cooperation with ITB Asia, ACTE also becomes strategic partner for ITB India
- ITB India Business Travel Day to be the leading annual event for the Association of South East Asian Nations ("ASEAN")
- ITB India in Mumbai, India, to take place from 15 to 17 April 2020

*Berlin/Mumbai, 11 November 2019 – Messe Berlin, one of the world's leading trade fair companies, has announced a strategic partnership with global corporate travel leader, the Association of Corporate Travel Executives (ACTE). The agreement inks a significant partnership to be the 2020 Corporate Travel Day Partner for ITB India, the new 3-day business-to-business travel trade show and convention focusing on the Indian and South Asian travel market.*

ACTE joins ITB India's Buyers Elite Programme Partners to recommend quality buyers and corporate travel managers to the show. The organisers will host up to 50 hand-picked corporate travel managers from first, second, and third tier cities in India and South Asia. At the ITB India Corporate Travel Day, industry professionals will be providing answers to many industry questions and highlighting best practices and actual scenarios from the business travel market.

"Given the success of two editions of the Corporate Travel Day at ITB Asia, it is only logical to join forces with ACTE for the inaugural ITB India as well. The partnership is the perfect pairing of two industry leaders sharing a common vision of drawing more corporate travel buyers to both India and Southeast Asia. As one of the most important partners for ITB India in the corporate sector, ACTE, with its wide international representation from over 100 countries, will play a leading role in promoting our premiere event," said **Katrina Leung, Managing Director of Messe Berlin (Singapore), co-organiser of ITB India.**

A global association dedicated to supporting the corporate travel industry, ACTE has been pioneering educational and technological advances that make business travel more productive, cost-effective and straightforward.

**Leigh Bochicchio, Executive Director of ACTE** commented, "We are delighted to have concluded the agreement for ITB India 2020, and the Memorandum of Understanding (MOU) to continue partnership with ITB Asia from 2020 to 2022. At ACTE, we continue to lead global education, advocacy and initiatives to support impactful changes in safety and security, privacy, duty of care and Corporate Travel compliance, along with traveller productivity that supports global commerce. The expanded



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partnership in India and extended cooperation between ITB Asia and ACTE will undoubtedly foster another unprecedented horizon in our vision for global education in the corporate travel and MICE sectors."

ITB India is a 3-day business-to-business travel trade show and convention set to take place at the Bombay Exhibition Centre in Mumbai, India, from 15 to 17 April 2020. The show caters to the MICE, corporate and leisure travel sectors of the Indian and South Asian markets.

Interested exhibitors may email [exhibitor@itb-india.com](mailto:exhibitor@itb-india.com).

For more information on ITB India 2020, visit [www.itb-india.com](http://www.itb-india.com)

## 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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