

ITB India
15 to 17 April 2020

PRESS RELEASE

ITB India Conference 2020 gets right to the heart of India's emerging travel market

- *Conference theme: Capturing the next great market*
- *Leaders of the global tourism industry will deliver thought provoking and inspiring content*
- *4 conference tracks to cover MICE, Leisure, Corporate Travel and Travel Technology*
- *C-Suite Talks @ Knowledge Theatre: A unique series with C-level executives*

Berlin/Mumbai, 17 February 2020 – India is one of the fastest-growing major economies with the second-largest population in the world, rising middle class and increasing disposable incomes. **“Capturing the next great market”** is the overarching conference theme of the inaugural ITB India 2020, taking place from 15 – 17 April at the Bombay Exhibition Centre in Mumbai. The three-day conference will showcase an extensive programme of key presentations and discussions by industry movers from the travel and tourism sector providing insights on India's vast potential for both inbound and outbound travel.

ITB India's programme agenda brings together leaders and industry experts from MICE, Corporate, Leisure and Travel Tech sectors, through four conference tracks: **Knowledge Theatre, MICE & Corporate Travel, Destination Marketing** and **Travel Technology**. The conference tracks will offer insights and comprehensive views to National Tourism Organisations (NTOs), travel and hospitality companies to capture this great market opportunity. The organisers of ITB India Conference will launch an innovative convention format entitled **“C-Suite Talks”**, a unique series with C-level executives, providing insights on complex travel issues in India. The topics to be covered include travel management, booking strategies and latest digital trends.

“Reports from the World Tourism Organization (UNWTO), estimate that India will account for over 50 million outbound tourists by 2022. At ITB India Conference, delegates will gain access to the latest travel trends in the Indian travel market with leading local and international companies. They will learn from the best on how they plan to keep succeeding as the industry continues to move forward and how they innovate their business models to remain competitive,” said Sonia Prashar, Deputy Director General of Indo-German Chamber of Commerce, the organiser of ITB India.

Opening keynotes delivered by the who's who of the travel industry

Under the title **“Why India? Why now? Get ready for the next wave of growth”** the conference kicks-off with a keynote interview on Day One, 15 April. Deep Kalra, Chairman & Group CEO, MakeMyTrip will outline what it takes to succeed in the complex Indian travel market. **“Capturing the new outbound traveller”** is the name of the keynote panel following the



Organised by:



Supported by:



Press contacts:

Messe Berlin GmbH
Emanuel Höger
Spokesman
Senior Vice President
Corporate Communication
Messe Berlin Group
Messedamm 22
14055 Berlin
www.messe-berlin.com
Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)

ITB Berlin / ITB Asia / ITB China/ ITB India
Julia Sonnemann
PR Manager
Messedamm 22
14055 Berlin
T: +49 30 3038-2269
julia.sonnemann@messe-berlin.com
www.messe-berlin.com

Additional information:
www.itb-berlin.com
www.itb-convention.com

Management board:
Dr. Christian Göke (CEO),
Dirk Hoffmann (CFO)
Chairman of the Supervisory Board:
Wolf-Dieter Wolf
Commercial Register:
Amtsgericht Charlottenburg (District Court)
HRB 5484 B
(Commercial Code)

No.4e

interview, delivered by Rohit Kapoor, CEO, India & South Asia, OYO, Amanpreet Bajaj, Country Manager, Airbnb India, Filip Filipov, VP Strategy, Skyscanner and Abraham Alapatt, President & Group Head - Marketing, Service Quality, Value Added Services & Innovation, Thomas Cook India.

According to Google and Bain & Company report, India's travel spends are expected to grow at 13% to \$136 billion by 2021. The keynote interview on Day Two, 16 April, shares insights on **how to win over today's Indian travellers**. Following the interview is a keynote panel titled **"Travel technology: Differentiator, not enabler"**. The panel will be led by global leaders - Indroneel Dutt, CFO, Cleartrip, Bhanu Chopra, Founder & CEO, RateGain and Prakash Sangam, CEO, redBus, focusing on India being the most digitally advanced traveller nation in terms of digital tools being used for planning, booking and experiencing a journey.

C-Suite Talks @ Knowledge Theatre

C-Suite Talks is a unique series of talks given by C-Level executives of both Indian and international travel brands, taking place in the Knowledge Theatre. This series of insightful sharing will get right to the heart of travel issues in India, with topics covering Leisure, Corporate, MICE, Travel Tech and beyond. Industry leaders will examine the growing significance of the Indian market. Amongst notable industry experts are American Express Global Business Travel (GBT), CWT, Egencia, PayPal India, SOTC Travel, Triptease, TripAdvisor India and many others.

During the C-Suite Talks about Tours & Activities and Deal Booking Sites experts from Kiwi.com, Thrillophilia, and TUI India will explore how industry players are creating relevant and memorable experiences at every touchpoint. The Hotel Talks will identify business solutions for the hotel 2.0, the future of accommodation and best practices to attract Indian travellers. The discussion will be led by senior executives from Hilton, IntelliStay Hotels and Wego.

For further information about ITB India Conference, visit www.itb-india.com/about-conference.

Registration for trade visitors: www.itb-india.com/visit-register.

For more information on ITB India 2020, visit 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 organized 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 organization 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.

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.

If you no longer wish to receive ITB Berlin press releases, please send an email to presse-itb@messe-berlin.de.