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# Timely and informative trade and MICE seminars in ITE 2021

Organized by TKS, the International Travel Expo (ITE) this year will be held from July 29 to August 1 at the Hong Kong Convention and Exhibition Centre in Wan Chai. While the scale may be smaller this year, the kaleidoscope of travel information and products will be just as fantastic and highly sought-after.

Despite border restrictions, overseas exhibitors still outnumber locals with significant presence from mainland China, Taiwan and various prefectures of Japan. While a number of overseas exhibitors have taken the trouble of undergoing quarantine to personally attend the expo, other booths will be manned by staff in their local office or agencies.

Some tourism boards, including South Korea, Spain, Switzerland and Thailand have dispensed with an exhibition booth this year, but will instead be presenting seminars.

The ITE seminars this year covers a wide range of topical subjects, including ‘Local Resources for Post Pandemic MICE’ by International Live Events Association (ILEA) with case studies of events held in local venues; ‘Travel Tips’ by Hong Kong Immigration Department on assistance to Hong Kong residents traveling abroad; ‘AI marketing technology platform’ to help precisely connect and convert high net-worth individuals post pandemic; ‘Study Tour’ by Hong Kong Extra-curricular Activities Masters’ Association on formulating tourism products; and ‘Hong Kong Green Tourism Resources’ by HK Discovery for travel trade developing quality and upmarket green travel products.

Another highlight is Yolanda Chan’s seminar themed on ‘Sights & Taste in South West France & Paris’. Meanwhile, Mr. Chun-Kiu Poon will share his awe-inspiring story of completing the extremely challenging MDS, a 251-km marathon in the Sahara desert in 6 days.

In addition to the informative and fun-filled exhibitions, events and educational seminars, this year’s ITE has specially assembled KOLs to discuss the hottest trends in outdoor & green tourism from July 30 to August 1.

To avoid gathering of crowds, relevant travel trade, MICE and corporate visitors are advised to pre-register online (www.itehk.com).

com) for free admission and visitor badge which offers multiple free visits to ITE on July 29 and 30 and to attend trade and MICE seminars.

### Hong Kong Convention & Exhibition Centre (Hall 1B-1C)

| Date         | Opening Hour* | Admission Price | Admission Policy                                     |
|--------------|---------------|-----------------|--|
| 29 Jul (Thu) | 10:00 – 18:00 | HK\$70          | By Registration only                                 |
| 30 Jul (Fri) | 10:00 – 14:00 | HK\$30          |  |
|              | 14:00 – 18:00 | HK\$30          | By Ticket Admission (Octopus / Complimentary ticket) |
| 31 Jul (Sat) | 10:00 – 19:00 | HK\$15          |  |
| 1 Aug (Sun)  | 10:00 – 17:00 | HK\$15          |  |

\*Admission stop 30 minutes before the announced daily closing time of the Exhibition.



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