

**6** • **10-11** Trade Days  
**12-13** Public Days

Hong Kong Convention & Exhibition Centre (Hall 1A-1E)

Hong Kong's only travel expo, ITE & MICE will open from **June 10 to 13** at Halls 1 of the Hong Kong Convention & Exhibition Center. Mrs. Rita Lau, JP, Secretary for Commerce & Economic Development Bureau of the Hong Kong SAR Government, will officiate its opening tomorrow.



An annual event, the Expo this year has over **600 exhibitors from 46 countries and regions** from Africa, Americas, Asia, Europe, Oceania, and the Middle East in 5 halls of around 160,000 square feet of space.

**Exhibitors of the Expo include:**

- Tourism Boards
- Attractions
- Theme Parks
- Hotels & Resorts
- Airlines
- Clinics and Hospitals to promote medical tourism
- Travel Agents
- Convention Centers
- Cruise Lines
- Car Rental
- Travel books and magazines
- Camera & other relate travel products, etc

Many tourism boards bring along co-exhibitors to stage official pavilions. The Expo this year has 9 new official participations / pavilions from Croatia, Poland, Slovakia, UK, Israel, Jordan, the cities of Prague, Ho Chi Minh and Guam; and 7 newly participating countries of Armenia, Canada, Chile, Ethiopia, Kenya, Mongolia and Mexico which have only individual exhibitors. Also new is the Hong Kong Geo-park pavilion.

New exhibitors come also from expanding official pavilions. This year, the pavilions of China, Macau, South Korea and Taiwan

The first two days of the Expo open only to the travel trade, the sectors of MICE and corporate travel. The second day of the Expo has been designated as the MICE / Corporate Travel Day with a series of related seminars. During the trade days, there are press conferences, presentations and product presentations by exhibitors.

Public can visit the Expo on the last two days, and tickets are available at the Entrance. In the public days are nearly 100 sessions of travel seminar, cultural performances, lucky draw, auctions and special offers by exhibitors.

Trade visitors please visit:

[www.itehk.com](http://www.itehk.com) / [www.itehk.mice.com](http://www.itehk.mice.com)

Public can visit website:

[www.travelexpo.com.hk](http://www.travelexpo.com.hk) **3151 5777**

