

It is my great pleasure to warmly welcome friends and travel trade partners from more than 50 countries and territories to ITE Hong Kong 2019.

This event has grown into one of the most important international travel forums, combining the 33rd International Travel Expo with the 14th MICE Travel Expo to bring buyers and sellers of both leisure and MICE together in a unique meeting of minds.

More than 12,000 delegates from every continent will have the chance to explore new alliances and forge new partnerships here at this cosmopolitan melting pot of ideas and opportunities.

Hong Kong is truly the world's meeting place – and this event takes place at a time of unparalleled possibility for leisure and business travel in the region with the development of the Greater Bay Area.

The opening of the landmark Hong Kong-Zhuhai-Macao Bridge and the Hong Kong section of the Express Rail Link have heralded a new era of super-connectivity for Hong Kong, putting us within easy and convenient reach of cities throughout Mainland China.

Today's Hong Kong is the hub to a world of new travel experiences; let us work closely together to seize the opportunity to take the development of multi-destination tourism to the next level.

We would especially like to invite you all to visit the Hong Kong Pavilion to find out more about our exciting new multi-destination and cruise promotions. Most of all, however, I hope you will find time outside the forum to explore this beguiling city like a local and enjoy its extraordinary diversity of experiences.

May I wish every one of you a hugely successful and rewarding exchange and an unforgettable stay in Hong Kong!

Dr Y K Pang
Chairman
Hong Kong Tourism Board

