



Press Release
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ITE Hong Kong 2021 Warm Welcome to Joint Forum with ILEA Asia Chapter on Domestic Resources for Post-Pandemic MICE

TKS, the organizer of Hong Kong's only travel fair warmly welcome the joint effort with ILEA Asia Chapter organizing the **Trade Forum of "Domestic Resources for Post-Pandemic MICE"** (the Forum) in the coming ITE!

In the Forum, each speaker will share a unique case combining a local venue with an event held there, to be followed by Q&A from the host and the floor. The Forum will be held in ITE on July 30 in the afternoon, and details including program will be published later in official websites of The International Live Events Association (ILEA) and ITE.

"Post-pandemic, uncertainty on border reopening will remain so more viable holding MICE event here! The Forum shall provide a timely platform for sharing among our members how best to meet what the market preferred and required in this special year", said Sam Shei, Chairman of ILEA Asia Chapter.

ILEA is the association for event industry professionals who are passionate about knowledge, networking and event creativity. ILEA has provided an inspiring platform for the best practitioners in the creative event industry to connect and share ideas.

"ILEA is a long term partner! By focusing on post pandemic MICE, the forum this year in our view will contribute to recovery and be welcomed", said KS Tong, Managing Director of TKS the organizer of ITE.

ITE this year will also promote **domestic tourism** with some new and popular travel themes. For examples, the new Glamorous Camping (**Glamping**) pavilion for those enjoying luxury outdoor; the Photo Competition promoting **Green Tourism**; **theme restaurant** for those enjoying life style; trade and public seminars on **Study Tour** respectively for travel agents and teachers etc. In short, we aim presenting a **Colorful Hong Kong** in ITE this year!

In ITE2021, which will be held from July 29 to August 1 at halls 1B & C of the Hong Kong Convention & Exhibition Centre, are exhibitors and pavilions from locally, neighboring areas like the Mainland, Taiwan and prefectures of Japan and foreign countries. ITE's first two days open only to trade and professionals from travel and MICE industries requiring registration for admission, while the last two days public welcomed and can buy ticket at entrance.

ITE Hong Kong 2021, which incorporates the 35th ITE (Leisure) and the 16th ITE MICE, is organized by TKS and continues receiving the strong support from the Ministry of Culture and Tourism of the People's Republic of China, with the Hong Kong Tourism Board, Travel Industry Council of Hong Kong and various local and regional trade associations as Supporters. For exhibiting or visiting etc., please visit www.itehk.com or contact TKS via Email: travel@tkshk.com | Wechat: [ite-hongkong](https://www.wechat.com/p/ite-hongkong) | Tel: +852 3155060