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Press Release



## **ITE Hong Kong 2022 – the 36th ITE (Leisure) & the 17th ITE MICE A Warm Welcome to the Domestic MICE Corner jointly with MIX & ILEA**

To help boost recovery of the city's MICE industry, ILEA - the International Live Events Association Asia Chapter, MIX Meetings – Asia's Creative Meetings Magazine, and TKS – the organizer of ITE, join forces to hold the **DOMESTIC MICE Corner** in the coming ITE Hong Kong 2022, which is the city's only travel fair covering both leisure and MICE travel.

On display in the Corner would be various MICE events from different event companies which have been held locally and preferably during the pandemic years! These events can range from private wedding parties, business forums, corporate days and incentive tours! Realistically, far fewer clients are currently interested in holding MICE events abroad, and the Corner is to remind and/or re-assure them that much can also be done locally!

Each panel display will include photos, brief event descriptions, the name and QR Code of the event company but there is no requirement to name the client involved. Interested parties can scan the QR Code or attend Meet-in Sessions detail of which will be available in the Corner.

ILEA will invite members to submit entries for possible inclusion, and will make the selection jointly with MIX Meetings. While quality is certainly one selection criteria, ensuring a greater variety of displays can in certain cases trump quality during selection. ILEA Asia, MIX and TKS will all help promoting the Corner.

ILEA Asia Chapter President Chloe Lau remarked: "While we focus locally during this challenging time, we recollect Hong Kong's variety of resources for events: from physical, natural, financial to human. The Corner showcases how we make use of these beautiful, creative and powerful resources while we work through the recovery. We look forward to reconnecting industry partners and friends locally and internationally soon."

MIX editor Martin Donovan commented: "This is an opportunity for those involved with the business events industry in Hong Kong to stake their claim in a community space dedicated to them. These are challenging times but the Corner offers the ray of positivity and encouragement we need."

"We welcome to cooperate again with ILEA and MIX! The overall theme of ITE this year is Recovery & Reconnect, which the Corner we believe will make significant contribution", said KS Tong, Managing Director of TKS.

ITE Hong Kong 2022, which incorporate the 36th ITE (Leisure) & the 17th ITE MICE, will be held from **August 18 to 21** in Halls 3 of HKCEC with the first 1.5 days open only to registered trade visitors, while in remaining sessions visitors can pay for admission at entrance.

Again, ITE is strongly supported by the Ministry of Culture and Tourism of the People's Republic of China with Hong Kong Tourism Board, Macau Government Tourism Office, travel and MICE trade associations as Supporters.

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