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ITE 2021 promote local Solutions for MICE

Corporations shall consider local alternatives for holding Business and MICE events, including those in the past held overseas, to bypass border uncertainty.

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.

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

In the previous ITE event in 2019, there were 141 exhibitors targeting MICE and the corporate travel market; over 2,000 MICE and corporate visitors attended the event, with report showing that 51.6% of them are interested in outbound incentive travels. Therefore, organizers believe that the local MICE market harbours enormous potentials.

While this year's expo will be somewhat reduced in scale as the recovery gets under way, visitors will still be able to pick and choose from a myriad of travel options offered by overseas exhibitors and pavilions from alluring destinations like Argentina, Mainland China, Japan and Taiwan.

Before when we can again all hop on a plane to visit the destination of our dreams, ITE Expo will be presenting a brand new exciting collection

of local tours, focussing on the likes of glamorous camping, theme restaurants, domestic MICE and special displays, green tourism and study tours. There will also be round-the-clock seminars by experts, exhibitors and bloggers.

To avoid gathering of crowds, relevant travel trade, MICE and corporate visitors are advised to pre-register online (www.itehk.com) for free admission and get visitor badge which offer multiple free visits to ITE on July 29 and 30. For admission policy and hygiene measures, please visit www.itehk.com



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 – 18:00	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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