

MEET THE WORLD.  
AT ONE PLACE.



**ITB**  
*Asia*

The Trade Show for the Asian Travel Market

19-21 October 2011 [itb-asia.com](http://itb-asia.com)

## HOSTED BUYER INFORMATION

ITB Asia 2011



**Ms Francine Fyne,**  
President Meetings Global Inc.

„This show is one the most innovative travel industry platforms in Asia. It has successfully managed to establish itself as MICE market place and also underlines its leading role as gatekeeper for the Asian travel market. As an international buyer, I also thought the additional conferences and networking opportunities add great value for all attendees. The ITB Asia team has been supporting me and my team at Meetings Global very well and made my business trip not only efficient, but also extremely enjoyable.“



**Mr Manojit Das Gupta,**  
Secretary General, Indian Tea Association

„ITB Asia and Association Day provided excellent networking to make new contacts and clarify issues – and all in a very friendly atmosphere“



**Ms Sharyati Datuk Shuaib,**  
Director Destination Management, World Gas Conference 2012

„It was an eye-opener on how associations manage their membership and run events, a fascinating exhibition with many networking opportunities.“

# WHY YOU SHOULD ATTEND

## HOW YOU WILL BENEFIT AS A HOSTED BUYER

- Round trip air passage into Singapore
- Hotel accommodation up to 4 nights during ITB Asia
- Business appointments with exhibitors
- Admission to WIT Ideas Lab and WIT Clinics
- Admission to all networking functions
- Admission to exhibition hall
- Complimentary airport transfer to and from airport to hotel
- Admission to the Buyer Lounge

## WHOM YOU WILL MEET – 2010 TOP EXHIBITORS

- Singapore Tourism Board
- Tourism Authority of Thailand
- Egypt Tourism
- Japan National Tourism Organisation
- Korean National Tourism Organisation
- Israel
- India Tourism
- German National Tourist Board
- Argentina, Instituto Nacional de Promoción Turística
- Brazilian Tourist Board
- Qatar Airways
- Turkish Airlines
- Etihad Airways
- International Air Transport Association (IATA)
- Hyatt
- Sol Meliá Hotels & Resorts
- Small Luxury Hotels of the World
- and many more

For more information, please contact us:  
buyer@itb-asia.com or itbasia@messe-berlin.com  
Phone +65 6635 1188  
Fax: +65 6635 1189 or +49 30 3038 2330

# HOW TO QUALIFY AND REGISTER AS A HOSTED BUYER

To qualify as a hosted buyer, you must be responsible for organising, negotiating or purchasing for business travel, conferences, meetings, incentive trips, leisure groups or special events, we invite you to register for our ITB Asia Hosted Buyer Programme as one of the following:

## ASSOCIATION BUYER      CORPORATE TRAVEL BUYER MICE BUYER      LEISURE BUYER

Please select your preferred hosted buyer programme.

- Hosted Buyer – 3 days programme
- Semi Hosted Buyer – 2 days programme 19–21 October 2011 **\*NEW\***  
(include flexibility to visit WIT Conference, 15 business appointments with exhibitors and other events)
  - 19–20 October 2011
  - 20–21 October 2011

### Association Day

- Hosted Association Buyer – 2 days programme 19–20 October 2011

To register, please drop your business card, log on to [itb-asia.com](http://itb-asia.com) or complete the following and send a fax (+65 6635 1189 or +49 30 3038 2330):

..... First Name	..... Last Name
..... Position	..... Country
..... Company	
..... Tel	..... Fax
..... Email	..... Website

List your top 3 companies that you would like to meet at ITB Asia 2011

..... Company	..... Country
..... Company	..... Country
..... Company	..... Country