

HO CHI MINH CITY
PEOPLE'S COMMITTEE
DEPARTMENT OF TOURISM

SOCIALIST REPUBLIC OF VIETNAM
Independence - Freedom - Happiness

No: 521 /SDL-TTXTDL
Re: Invitation to participate in the 16th
International Travel Expo Ho Chi Minh
City 2022 (ITE HCMC 2022)

Ho Chi Minh City, March 29th, 2022

Cordially to: Departments of Culture, Sports and Tourism; Departments of Tourism; Tourism Promotion Centers in provinces.

The Prime Minister's directions for reopening tourism activities in the new normal state since March 15th, 2022, ensuring safe and flexible adaptation and effective control of the COVID-19 pandemic, have opened up many opportunities for Vietnam's tourism to recover and develop in the normal state. This also contributes to creating motivation for the business community and destination management agencies in Vietnam to realize the tourism industry's goal in 2022 of welcoming 5 million international tourists.

Under the direction of Ministry of Culture, Sports and Tourism, Ho Chi Minh City People's Committee, Ho Chi Minh City Department of Tourism continues to cooperate with Vietnam National Administration of Tourism to organize the 16th International Travel Expo Ho Chi Minh City (ITE HCMC) in 2022 with the theme **"Growing Forward Together"** from **September 8th to 10th, 2022** at **Saigon Exhibition and Convention Center (SECC) - Address: 799 Nguyen Van Linh, District 7, Ho Chi Minh City**. This is Vietnam's annual international travel event, which has been approved by the Ministry of Culture, Sports and Tourism as a national event since 2005.

After 15 years of successful organization, ITE HCMC has affirmed its brand and become the most important and most established annual international travel event in Vietnam and the Lower Mekong subregion. This is a favorable opportunity for provinces and cities to introduce attractive local tourism products and services to tour operators, the media and the public domestically and internationally; Especially, it is a good chance for travel agencies, hotels and resorts to promote new tourism services and products, find partners, sign business contracts and exchange guests, establish relationships with partners and follow tourism trends in ASEAN countries and around the world. ITE HCMC 2022 is a great opportunity for Vietnam's tourism industry to recover and develop strongly in the coming time.

For the first time, ITE HCMC 2022 will be organized in a hybrid format, a combination of physical and online events, including 2D Online Booths, 3D Virtual Reality Expo, and Online Appointment Schedule between Buyers and Sellers. The event is expected to attract the participation of over **300** domestic and international exhibiting companies and **150** international buyers, **20,000** visitors from **50** provinces and cities of Vietnam and **50** countries and territories, with main activities such as Exhibition, Buyer and Press Program, Opening Ceremony - Gala Dinner, several specialized conferences, ITE HCMC 2022 Award, Travel Fun Fair Day, etc.

(Attach documents related to ITE HCMC 2022. The branding set of ITE HCMC 2022 is expected to be sent to you in April 2022 at the following QR code):



For the recovery of Vietnam's tourism in the spirit of cooperation and development, Ho Chi Minh City Department of Tourism cordially invites you to enthusiastically participate in tourism promotion at ITE HCMC 2022.

For further information, please access the website www.itehcmc.travel or contact ITE HCMC 2022 Secretariat Team via email info@itehcmc.travel for inquiries; via email exhibitor@itehcmc.travel to make a reservation; Phone: (028) 38277372 (ext 169), Fax: (028) 38293056.

Best regards./.

Recipients:

- As above,
- Ministry of Culture, Sports & Tourism (for report);
- Vietnam National Administration of Tourism (for report);
- HCMC People's Committee (for report);
- VPUB, P.KT UBND TP;
- Board of Directors of HCMC Department of Tourism;
- Archive: VT, TTXTDL (VP, P.XTDLNN, ITE HCMC 2022 Secretariat Team).

PP DIRECTOR

DEPUTY DIRECTOR
SỞ
DU LỊCH
Le Trương Hien Hoa

A red circular official stamp. The outer ring contains the text 'CỘNG HÒA X. H. C. N.' at the top and 'THÀNH PHỐ HỒ CHÍ MINH' at the bottom. The center of the stamp contains the text 'SỞ DU LỊCH' in large, bold letters. A signature is written over the stamp.