



HỘI CHỢ DU LỊCH QUỐC TẾ THÀNH PHỐ HỒ CHÍ MINH
International Travel Expo Ho Chi Minh City
08 - 10/9/2022 | www.itehcmc.travel

PRESS RELEASE

THE 16TH INTERNATIONAL TRAVEL EXPO HO CHI MINH CITY

“ITE HCMC 2022 – GROWING FORWARD TOGETHER”

Established in 2005 with the aims to promote tourism products and service of Mekong Subregion, ITE HCMC has affirmed the position of the key international tourism event in Vietnam, and the largest event of its kind in the Mekong subregion for both inbound and outbound markets, attracting hundreds of international exhibitors and hosted buyers.

Hanoi, March 31, 2022 – The 16th International Travel Expo Ho Chi Minh City (ITE HCMC 2022) will officially return with the theme: **“Growing Forward Together”**, with the aims to recover and promote inbound tourism, promising a breakthrough in organization and expansion in both quantity and quality. The largest and most established annual international tourism trade event in Vietnam and the Mekong subregion will take place from **8 to 10 September 2022** at the Saigon Exhibition and Convention Center (SECC), District 7, Ho Chi Minh City.

After the 15 successful editions, ITE HCMC has cemented itself as the leading tourism trade event, attracting tens of thousands of visitors, international buyers, and exhibitors. Exhibitors join to network and explore disruptive development opportunities. ITE HCMC 2022 will continue to affirm its position as an important national tourism trade event; towards the goal of contributing responsibly to the promotion and promotion of tourism, promoting the image of the country and people of Vietnam and Ho Chi Minh City to domestic and international tourists.

The 16th edition marks an important milestone after a two-year lull due to COVID-19 pandemic. In order to meet the increasing needs of international exhibitors and trade visitors, as well as facilitate meetings between exhibitors and visitors who cannot interact directly at the event, the Organizing Committee will offer diverse booth and customize the sponsorship packages for your business object.



In addition to the physical booth, international exhibitors who cannot exhibit in Vietnam can choose one of two forms of exhibition to connect and introduce their products and service to global customers by: (1) Have a physical booth at ITE HCMC 2022 physical event and participate remotely with personnel support at the booth arranged by the Organizing Committee, as well as means and tools to connect with customers online; (2) Enhance the application of information technology to the 3D Virtual Reality Expo and the online transaction system. Accordingly, each exhibitor will own a 3D booth located in the overall space of the virtual reality fair space, with a virtual assistant providing information and introduction about the business as well as the online communication platform to interact between exhibitors and online visitors. Virtual Reality 3D booths will be designed specifically according to the brand identity or cultural characteristics of the region, country, tourist destination with full interactive functions to help visitors feel like they participate at the physical event.

ITE HCMC 2022 is expected to attract more than 200 exhibiting companies and brands including airlines, hotels and resorts, tour operators, travel businesses and representatives of international tourism promotion agency from over 45 provinces and cities of Vietnam, and 30 countries and territories.

With the desire to attract international tourists to Vietnam and create a breakthrough in tourism marketing and promotion, ITE HCMC 2022 is expected to attract 150 quality international buyers. High quality, senior leaders from travel agencies, MICE companies from key markets such as Southeast Asia, Europe, Japan, Korea, USA, Australia and New Zealand, Middle East, etc.

In order to facilitate meetings between buyers and sellers, the online appointment scheduling system - ITE Online Matching System provided free of charge to exhibitors will be opened 1 month before the fair. A well-prepared system to matching and schedule meetings between buyers and sellers.

The Organizing Committee also invites international press agencies and its representatives in Vietnam to participate in the expo and join the city tour in Ho Chi Minh City and some other emerging destinations in Vietnam.

Within the framework of ITE HCMC 2022, there will be many interesting activities: Tourism Exhibition, International Hosted Buyer Program and



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International Media Program, Gala Dinner "The Quiescence of Vietnamese Rice", Vietnam MICE Forum – coorganised with European Chamber of Commerce, Seminar on key tourist markets, ITE HCMC Awards 2022, Local Experience Area and many more. In addition, the last day is Travel Fun Fair Day for the public visitors will be well organized with many activities such as: lucky draw program with many valuable prizes, discount tours across Vietnam, cultural exchange program technology, lottery programs to win cheap tickets, promotions of airlines ...

Speaking at the press conference, **Mr. Le Truong Hien Hoa** - Deputy Director of Ho Chi Minh City Department of Tourism said: “Return after two years due to the COVID-19, ITE HCMC 2022 is committed to make the breakthroughs in term of organizing the expo, and continues to affirm its role as the leading international tourism event in Vietnam and the region, an ideal platform for regional tourism authorities, hospitalities, hotels, resorts, attractions and travel related businesses to promote products and services to domestic and international tourists. Especially, ITE HCMC is the only international tourism event in Vietnam, which not only attracts a large number of international buyers interested in bringing visitors to Vietnam, but also contributes to the recovery of the tourism industry in the new normal.

Ho Chi Minh City is honored to host the professional international tourism event. The event is the ideal trading platform for tourism businesses to showcase their products and services not only in the Mekong region but also from countries and many tourist cities in Asia Pacific and beyond. The 16th Ho Chi Minh City International Travel Expo will expand in scale, improve product quality and brand, in order to bring about tourism market development. The annual ITE HCMC fair is an effective gateway for domestic and foreign businesses to attend to exchange, discuss and cooperate on the inbound and outbound tourism market in Vietnam and the Mekong region.

The event is organized under the guidelines of Vietnam Ministry of Culture, Sports and Tourism and Ho Chi Minh City People's Committee, organized by Vietnam National Administration of Tourism (VNAT), Ho Chi Minh City Department of Tourism, together with CIS Vietnam and LeBros.

General Information:



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Exhibition date:

- 09h00 – 16h00, 8 – 9 September 2022: Open for Trade Visitor
- 16h00 - 19h00, 8 – 9 September 2022: Open for Trade Visitor and Public Visitor
- 09h00 - 19h00, 10 September 2022: Open for Public Visitor

The last day is open to the public and is called the Travel Fun Fair Day, with a series of attractive travel packages, promotional airfares, art shows and exciting minigames. guide for visitors.

Venue: Saigon Exhibition and Convention Center (SECC)

799 Nguyen Van Linh, District 7, Ho Chi Minh City.

Event highlights:

- Vietnam Night “The Quintessence of Vietnamese Rice”
- Vietnam MICE Tourism Forum – in collaboration with the European Chamber of Commerce in Vietnam (EuroCham).
- Seminar on key tourism markets.
- Workshop on enhancing digital transformation and communication on digital platforms
- ITE HCMC Award 2022
- Travel Fun Fair Day for public visitors

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Please contact: **Organizing Committee of ITE HCMC Expo 2022**

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