



Call for papers: ITB China Startup Award 2017

Deadline for submitting applications 31 March – award ceremony to take place 11 May – Companies of all sizes and sectors may apply – winner rewarded with booth at ITB China 2018

Berlin/Shanghai, 27 February 2017 – The ITB China Startup Award is an exciting event within ITB China. The ceremony will take place on 11 May 2017 in the conference area at the Shanghai World Expo Exhibition and Conference Center. The award recognizes companies that turned dreams and ideas into viable business solutions with great market potential. Pre-selected innovators from startup companies who launched their products less than three years ago will demonstrate their innovative solutions before the jury containing of experienced industry professionals. The innovators have the chance to explain how their product will impact the future of the travel industry during an 8 minute pitch. The winner voted by the jury will receive the first ITB China Startup Award.

Philip Wolf, Phocuswright juror, says: “Innovation in travel technology now occurs anywhere in the world. One of these startup companies at ITB China could have a powerful impact on our industry. I look forward to being a judge and being surprised!”

The jury consists of the following four members of experienced industry professionals: Philipp Wolf, Phocuswright (Patronage), Gang Chen, Group Senior Vice President, Ctrip, Jay You, Yuantai Investment Partners Evergreen Fund Partner and Le Yu, Managing Director, Ping An Ventures.

Companies of all sizes and sectors may apply

Applications to demonstrate are welcome from: Product launches less than three years ago. The product and/ or solution should be innovative, add value to customers and should be commercial. The applicant pool is vetted by ITB China analysts based on the uniqueness of the underlying innovation. Companies of all sizes and sectors may apply.

Companies who apply for the pitch will get online exposure on the ITB China website and through all our press channels, industry-wide recognition and extensive media coverage from ITB China’s media partners. Moreover they will get the chance to pitch to highly successful backers in their area of business, two complimentary passes for the entire event, including conference sessions, demonstrations and exhibits, as well as all meals and social functions. Furthermore they receive valuable and constructive

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feedback directly from industry gurus and get the chance to compete for the ITB China Startup Award receiving international acclaim.

ITB China Startup Award winner

The winner will be rewarded with a nine sqm basic shell scheme booth worth more than 4,000 USD at ITB China 2018 to showcase their product

Application to pitch

In order to choose the competitors applicants need to turn in a file in their own choice of format in at least English optional also in Chinese which contains: name, company, contact information (telephone, email), homepage URL, business plan, detailed product description, growth estimates and experience of the team. Interested parties who want to be considered, have to email to itbchina@messe-berlin.de with "ITB China Startup Award" in the subject line. Deadline for submitting applications is: 31 March, 2017. The finalists will be confirmed on 15 April, 2017. More information is available at: itb-china.com/awards

ITB China will take place from 10 to 12 May 2017 at the Shanghai World Expo Exhibition and Conference Center. The event, an international offshoot of one of Messe Berlin's most successful trade fairs, will take place annually and focus on the Chinese travel industry. Its co-organiser is TravelDaily China, a leading online news portal and organiser of travel industry conferences in Asia's largest country.

About ITB Berlin and ITB Asia

First launched 50 years ago, ITB Berlin is recognised as the most successful trade show for the global travel industry. Some 10,000 exhibitors from more than 180 countries regularly attend this event. Every year in October for the last eight years Messe Berlin has successfully organised ITB Asia in Singapore. Boasting 760 exhibitors from 73 countries, ITB Asia in Singapore has established itself as one of the leading travel trade shows in Asia. As the second show in Asia, ITB China will take place in Shanghai, one of the leading industrial cities in the People's Republic of China, and with a population of around 23 million one of world's largest cities. In contrast to ITB Asia, which reflects tourism in Asia as a whole, ITB China focuses entirely on the Chinese travel market.

About ITB China and the ITB China Conference

ITB China 2017 will take place from Wednesday to Friday, 10 to 12 May, at the Shanghai World Expo Exhibition and Convention Centre. ITB China is a three-day business to business travel trade fair that focuses exclusively on the Chinese travel industry. The ITB China Conference will take place parallel with the show and is co-organised by the leading conference organiser TravelDaily (www.traveldaily.cn).

More details are available at www.itb-china.com

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