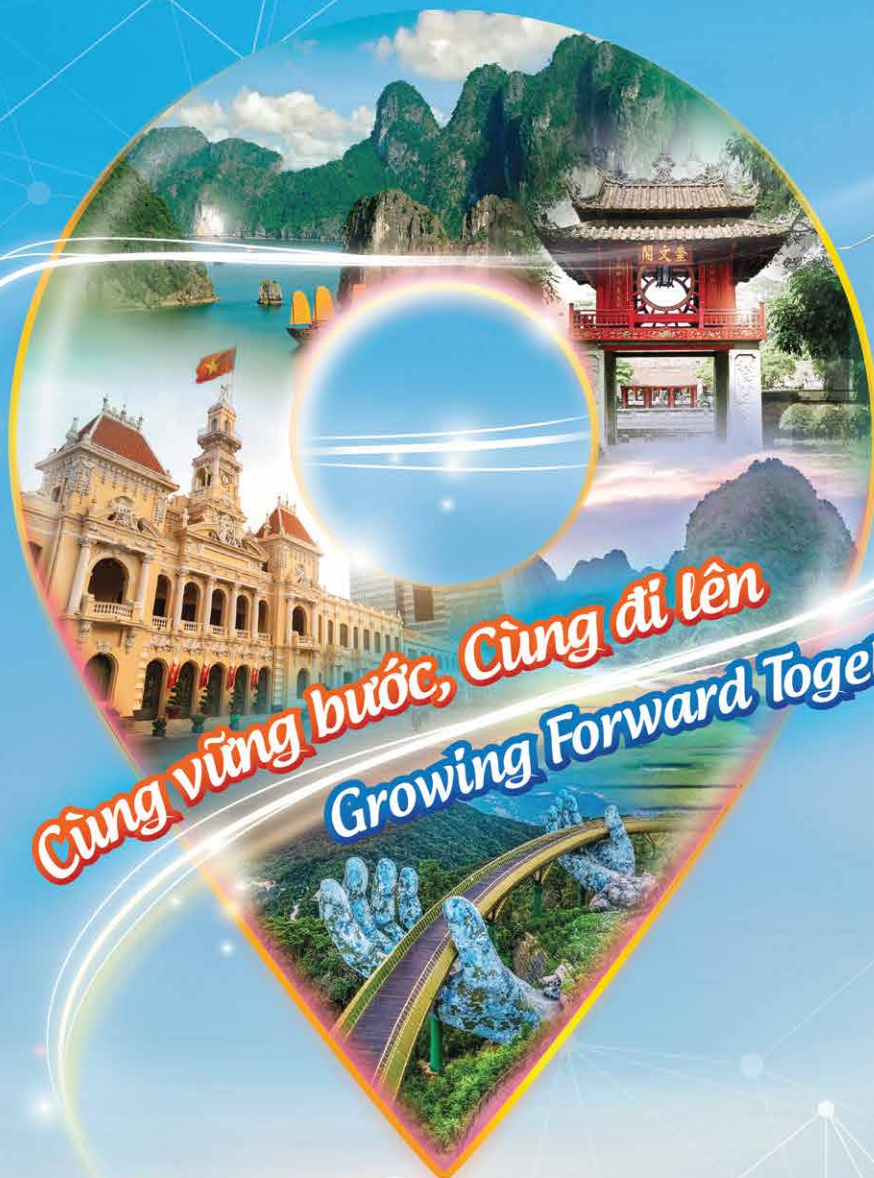




# THE 16<sup>TH</sup> INTERNATIONAL TRAVEL EXPO HO CHI MINH CITY

08 ▶ 10.09.2022

Saigon Exhibition & Convention Center (SECC), District 7, Ho Chi Minh City



**Cùng vững bước, Cùng đi lên**  
**Growing Forward Together**



MINISTRY OF CULTURE, SPORTS & TOURISM, VIETNAM



HO CHI MINH CITY PEOPLES COMMITTEE



**Endorsed by:** Ministry of Culture, Sports & Tourism, Vietnam  
Ho Chi Minh City People's Committee

**Organized by:** Vietnam National Administration of Tourism  
Ho Chi Minh City Department of Tourism  
C.I.S Vietnam Advertising & Exhibition JSC  
Le & Brothers Company Limited



[www.itehcmc.travel](http://www.itehcmc.travel)





08 ▶ 10/09/2022

Saigon Exhibition & Convention Center (SECC), District 7, Ho Chi Minh City



**International Travel Expo Ho Chi Minh City (ITE HCMC) - the largest and most established annual international travel trade event in Vietnam and the Lower Mekong region is officially coming back with the theme "Growing Forward Together", promising a breakthrough in the organization.**

For the first time, ITE HCMC 2022 will organize in hybrid format, a combination of physical event and online events such as 2D Online Booth, 3D Virtual Reality Expo, Online Appointment Schedule between International Buyers and Sellers. The return of this Expo marks a significant milestone after two years of lull in the tourism industry due to the adverse effects of the COVID-19 pandemic. In order to meet the increased demands of international exhibitors and trade visitors, ITE HCMC is also a great opportunity for Vietnam's tourism industry to quickly get ahead with the trend, recover and develop strongly in the near future.

At the same time, ITE HCMC 2022 will continue to affirm its position as an important national travel trade event; towards the goal of contributing responsibly to promoting tourism, promoting the images of Vietnamese country and people, as well as Ho Chi Minh City to domestic and international tourists.

## General Information about ITE HCMC 2022



**300+**

Exhibiting companies and brands



**45**

Cities & provinces of Vietnam



**49**

Countries and territories



**150**

International Buyers



**8,000**

B2B Meetings



**50**

International Media



**14,000**

Trade Visitors



**16,000**

Public Visitors

## Attractive activities at ITE HCMC 2022



### Commercial activities

- B2B Business Matching Program is organized daily
- Online appointment schedule between International Sellers and Buyers
- Specialized conferences and seminars: key tourism markets, digital transformation and communication on digital platforms, discussion of solutions for promoting investment activities in tourism economy development, in combination with recovery solutions to the tourist market



### Connection activities

- Vietnam Night – Gala Dinner
- ITE HCMC Award
- Networking Functions by Vietnam's provinces and cities or NTOs



### Activities for the public

- Local experiences: participating in folk games; national costume exhibition; enjoying specialties
- Travel Fun Fair Day (Consumer Day)

*\*Some activities within the framework of ITE HCMC 2022 will be live-streamed on the virtual reality expo platform so that visitors who cannot attend the expo in person can still watch online.*





# WHY PARTICIPATE in the Expo

- ✔ ITE HCMC is the most important annual international travel event in Vietnam and the Lower Mekong region.
- ✔ After 15 years of successful organization, the Expo has constantly grown in scale, the quantity of exhibitors and the quality of international buyers.
- ✔ ITE HCMC is the travel gateway of Vietnam, where cultural and tourism features of destinations across the country are introduced to international visitors and partners, helping domestic and international tour operators strengthen linkages, diversify tourism products, seek business cooperation opportunities.
- ✔ Elevate your brands and products/services when physical booths are combined with modern, high-tech online booths applied to the tourism industry in Vietnam for the first time.
- ✔ Triple benefit: When registering for a physical booth, exhibitor will receive 01 free 2D online booth and a discount on the price of 3D virtual reality booth registration.
- ✔ The opportunity for enterprises in the tourism industry to restart, overcome difficulties caused by the COVID-19 pandemic and develop again.



**\*\*\* Especially, enterprises will receive FINANCIAL SUPPORT from the Organizing Board in the form of a DISCOUNT of 15% to 42% when participating in ITE HCMC 2022, in order to promote Vietnam's tourism to the world.**

## DIVERSE OPTIONS are offered to exhibitors



### Physical Booth

- The traditional model helps exhibitors directly introduce their products/services to partners and visitors.
- Maximize direct contacts and commercial transactions, increasing efficiency for exhibitors.

### Remote Booth

- **“Remote Booth”** is specially designed to help international enterprises that cannot come to Vietnam still have the opportunity to attend the Expo and fulfil the aim of directly introducing their products/services and approaching potential customers.
- International enterprises will be provided with online connection tools, on-site interpreters, support for services of transportation, delivery and display of goods, booth design and construction, reports on booth activities and the Expo throughout the event.

### 2D Online Booth and 3D Virtual Reality Booth

- **2D Online Booth** is in the form of an e-commerce booth (\* When registering for a physical booth, the exhibitor will receive 01 free 2D online booth).
- **3D Virtual Reality Booth** on the VR Expo platform is a state-of-the-art model applied by the Organizing Board to help enterprises that cannot directly attend the Expo still be able to introduce their featured products and services to global customers. Through this platform, companies can connect online to exchange opinions and establish business relationships.

On the exhibition grounds, the Organizing Board will also install a computer system to serve visitors in experiencing the Virtual Reality Expo.





## VIP GUESTS

- Leaders of the Government, ministries, departments, branches, provinces and cities in Vietnam
- Ambassadors, counsellors and representatives of foreign commercial offices in Vietnam

## EXHIBITORS

- National and local tourism promotion Agencies
- Tourism Associations, Tourism Research Institutes
- Tour Operators, Travel Agencies, Online Travel Agencies
- Accommodation, Hotels, Resorts
- Attractions, Theme Parks, Museums, Traditional Craft Villages
- Carriers and Airlines
- Luxury Travel, Golf Tours, Cruises
- Event/Exhibition Organizers
- Tourism Training Universities, Institutions
- Travel Technology Companies
- Medical Tourism (hospital, cosmetic, dental), Healthcare Tourism
- Enterprises manufacturing and trading related products & services
- Enterprises producing and trading regional products



## INTERNATIONAL BUYERS

- MICE Organizers
- Tour Operators / Travel Agencies
- Tourism Investors in Vietnam
- Event Organizers
- Free Independent Traveler (FIT) and Group Inclusive Tour (GIT) Organizers
- Companies with Incentive Programs, Corporate Travel



## VISITORS

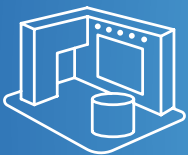
- Influencers/Tourists
- Enterprises consulting travel programs for their companies
- Corporate Travel Managers
- Destination Management Companies
- Event Planners
- Free Independent Traveler (FIT) and Group Inclusive Tour (GIT) Organizers
- Companies with Incentive Programs, Corporate Travel
- Conference Organizers
- MICE Organizers
- Tour Operators
- Travel Agents

# BECOME A SPONSOR

- **Make a difference from your competitors and effectively promote your brand**
- **Register for the booth immediately for the best location at ITE HCMC 2022!**

ITE HCMC 2022 is a great opportunity for enterprises to approach leading tourism partners, buyers and potential customers. Sponsorship packages are also specially designed, in order to meet all promotional needs and budgets of companies.

**Contact us now to seize the opportunity for sponsorship and brand promotion!**



**Register for the booth now for the best location!**

For further information, please contact:

✉ [www.itehcmc.travel](http://www.itehcmc.travel)

📘 ITE HCMC

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Organizers

