



# THE 17<sup>TH</sup> INTERNATIONAL TRAVEL EXPO HO CHI MINH CITY

**07 - 09.09.2023**

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



MINISTRY OF CULTURE,  
SPORTS & TOURISM, VIETNAM



HO CHI MINH CITY  
PEOPLE'S 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)

Established in 2005, ITE HCMC has cemented its position as the leading annual travel event in Vietnam and Asia which designs to promote not only Vietnam & Mekong sub-region but also major tourist destinations in the world. The expo offers international buyers, tourism companies, experts, and the media in the tourism industry opportunities to enhance exchanges and keep up with the latest trends.

ITE HCMC 2023 is an effective platform to unlock the business opportunities to network, generate sales and expand the market share of international tourists to Vietnam.

ITE HCMC 2023 is expected to become the highlight of inbound tourism promotion, reaffirming its role as the largest and most established international travel event in the Mekong sub-region.

## WHAT TO EXPECT?



**400+**

Exhibiting companies



**500+**

Booths



**250**

International buyers



**30**

International media



**40**

Countries and territories



**45**

Cities & provinces of Vietnam



**25,000**

Visitors



**8800sqm**

Exhibition space



## EXHIBITORS' TESTIMONIALS at ITE HCMC 2022



### Vietnam Airlines

Vietnam Airlines is proud to have accompanied ITE HCMC for the last 16 consecutive years. Participating in ITE HCMC 2022 as Diamond Sponsor - the event's official airline, we continue to affirm the role and responsibility of the national airline. At the same time, we wish to bring customers more benefits and choices in each journey with our extensive flight network and modern fleet. ITE HCMC is also a good opportunity for us to meet, find and learn about new and potential partners, customers, and to cooperate to create new, high quality and attractive products, thereby contributing to the rapid and strong recovery of tourism, economy and society of Ho Chi Minh City in particular and Vietnam as a whole after the pandemic.



### European Chamber of Commerce in Vietnam (EURO-CHAM):

ITE HCMC was a good opportunity to meet and interact with many media, exhibitors and buyers. Moreover, countries can also showcase their cultures to all visitors at ITE HCMC 2022.



### Tourism Promotion Organization for Asian-Pacific Cities (TPO):

ITE HCMC was a very insightful tourism event for us. We have connected with many partners as well as participated in various tourism-related activities at this year's event.



### Benthanh Tourist:

We had the opportunity to meet Hosted Buyers globally, seek new partners and potential cooperation.



### Bamboo Airways:

The event created many opportunities for Bamboo Airways to connect with potential partners and customers, network domestically and internationally, as well as expand our markets, which contributed raise Vietnam's tourism industry competitiveness on the global tourism map. ITE HCMC plays a significant role in raising awareness about Bamboo Airways in the local & international travel industry.



### Korea Tourism Organization (KTO):

We appreciated the effort of the Organizers to restart ITE HCMC after a difficult year due to the pandemic. The event had a significant role in promoting tourism between Korea and Vietnam, and we hope to continue introducing Korean tourism at ITE HCMC 2023.



### Taiwan Tourism Bureau:

ITE HCMC 2022 was a great opportunity for enterprises in the tourism industry to interact with each other after COVID-19. The activities at the event were actively organized and bustling with many presents.



# Why ITE HCMC?



## Why Exhibit?

- 
- 1 Access to target customers
  - 2 Source for potential customers
  - 3 Generate sales lead
  - 4 Capture market demand, expand market share
  - 5 Optimize marketing strategies
  - 6 Promote new tourism products and services

## HIGHLIGHT ACTIVITIES



## Benefits of participating in ITE HCMC 2023

- ✓ Company listing on website & Show Directory.
- ✓ Local tourism organizations and businesses will receive a discount from the Organizing Committee to promote the development of tourism post COVID-19.
- ✓ Business matching with International Buyers, view profile and book appointments with Buyers through ITE Business Matching System.
- ✓ Complimentary Show Directory (limited edition), including information of International Buyers, Exhibitors, Sponsors, Media Partners, etc.



# IMPRESSIVE NUMBERS at ITE HCMC 2022

**276**

Exhibiting companies

**5,500**  
sqm  
Exhibition space

**161**

International Buyers

**21**

International Media

**28**

Countries & territories

**42**

Cities & provinces

**302**

Booths

**22,000** Visitors (**12,000** trade visitors  
**10,000** public visitors)

**10** forums, conferences, and seminars  
**60** speakers that are leaders, domestic and international tourism experts  
**2,500** attendances.

\*Scan QR code to download  
ITE HCMC 2022 Post Show Report

## INTERNATIONAL BUYER REVIEWS of ITE HCMC 2022



BB

### Kraft Travel (Thailand)

ITE HCMC 2022 was a great platform to meet qualified suppliers. I met a lot of potential partners during the event. Moreover, the staffs were also nice and helpful, which made my experience at the event great.

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BB

### Travel Gateway (India)

Overall, I was very impressed with the event this year and pretty satisfied with all the meetings with exhibitors during ITE HCMC 2022. I would definitely recommend ITE HCMC to my colleagues in the tourism industry.

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BB

### Asia Travel Specialist (United Kingdom)

It was my pleasure to be a hosted buyer at ITE HCMC 2022. The event provided great opportunities to reconnect with my current clients and look for new potential partners in Vietnam after COVID-19.

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**BECOME  
OUR SPONSOR  
MAKE A  
DIFFERENCE**



- ✓ Promote your brand, establish trust with customers, enhance brand awareness, and set yourself apart from your rivals through various sponsorship opportunities.
- ✓ Approach leading tourism partners, buyers and potential customers.
- ✓ Customized Sponsorship Packages to meet all promotional needs and budgets.



Register for your booth now  
for the best location!

For further information, please contact:

- ✉ [www.itehcmc.travel](http://www.itehcmc.travel)    ITE HCMC  
[info@itehcmc.travel](mailto:info@itehcmc.travel)    +84 913 056 968

Organizers



**C.I.S** vietnam

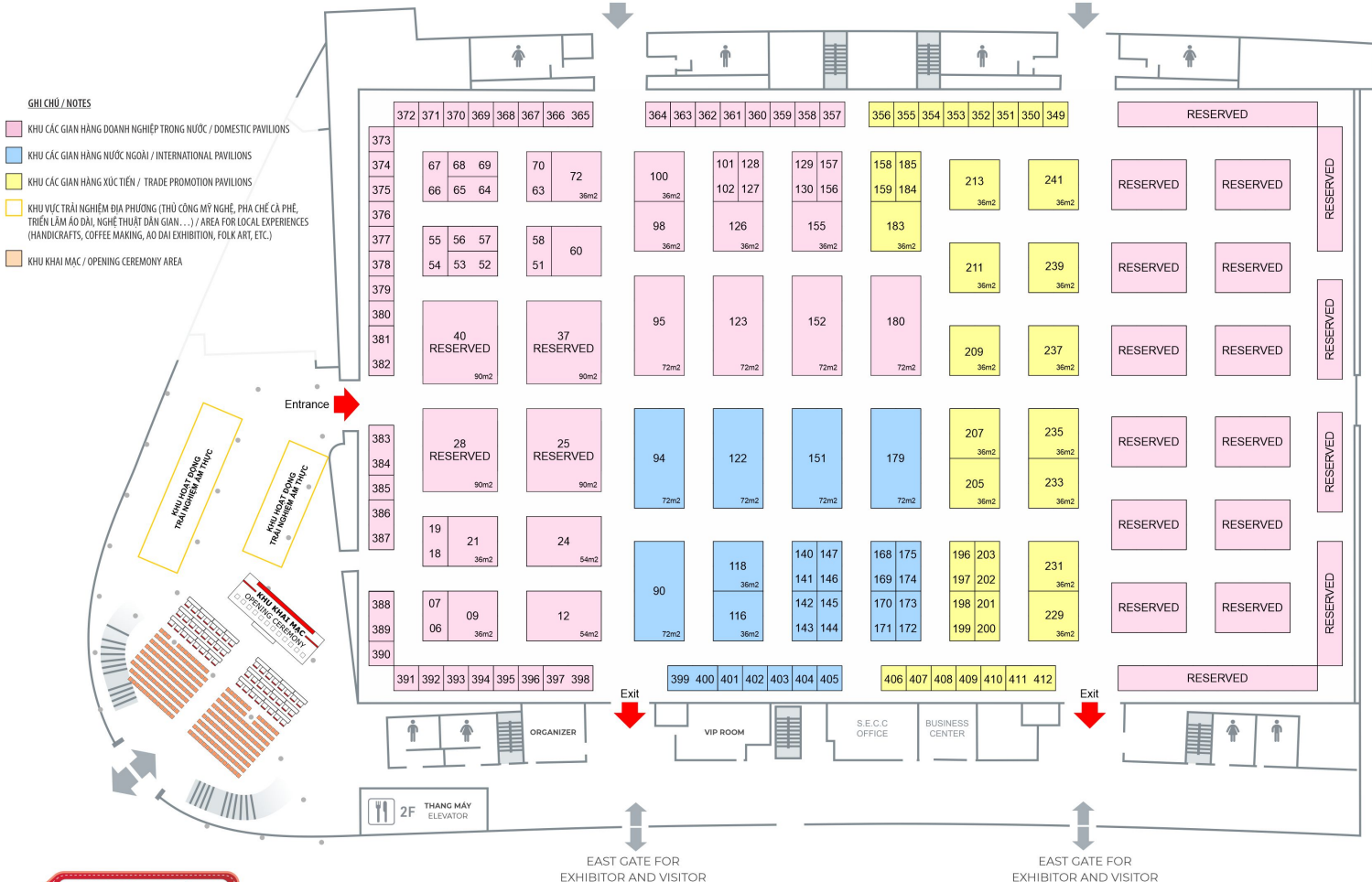
**LeBros**

WEST GATE FOR FREIGHT

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GHI CHÚ / NOTES

- KHU CÁC GIAN HÀNG DOANH NGHIỆP TRONG NƯỚC / DOMESTIC PAVILIONS
- KHU CÁC GIAN HÀNG NƯỚC NGOÀI / INTERNATIONAL PAVILIONS
- KHU CÁC GIAN HÀNG XÚC TIẾN / TRADE PROMOTION PAVILIONS
- KHU VỰC TRẢI NGHIỆM ĐỊA PHƯƠNG (THỦ CÔNG MỸ NGHỆ, PHA CHẾ CÀ PHÊ, TRIỂN LÃM ẨM ĐÀI, NGHỆ THUẬT DÀN GIÀN... ) / AREA FOR LOCAL EXPERIENCES (HANDICRAFTS, COFFEE MAKING, AO DAI EXHIBITION, FOLK ART, ETC.)
- KHU KHAI MẠC / OPENING CEREMONY AREA



# HỘI CHỢ DU LỊCH QUỐC TẾ THÀNH PHỐ HỒ CHÍ MINH LẦN THỨ 17

THE 17<sup>TH</sup> INTERNATIONAL TRAVEL EXPO, HO CHI MINH CITY | 07 - 09/09/2023

Tại Trung tâm Hội chợ & Triển lãm Sài Gòn - SECC, TP. Hồ Chí Minh | At Saigon Exhibition & Convention Center - SECC, Ho Chi Minh City, Vietnam

**SƠ ĐỒ MẶT BẰNG**  
EXHIBITION LAYOUT