



ITE HCMC 2010
The 6th International Travel Expo
Ho Chi Minh City



30 SEP – 02 OCT 2010
(SECC)

SAIGON EXHIBITION & CONVENTION CENTRE

Sixth edition of ITE HCMC to be held at Saigon Exhibition & Convention Centre from 30 Sep – 02 Oct 2010

For Immediate Release

04 June, 2010, Singapore – The sixth edition of International Travel Expo, Ho Chi Minh City (ITE HCMC) – the largest travel event in Vietnam, will be held from 30 Sep – 02 Oct 2010 in Ho Chi Minh City, Vietnam. The 3 day event offers exhibitors, buyers and visitors a great opportunity to explore Asia's most authentic and exciting tourism potential from Cambodia, Laos and Vietnam under the unique 'Three Countries One Destination' concept.

With the ambitious Tourism Master Plans and policies backed by robust investment initiatives in infrastructure and facilities, tourism development and growth in the Mekong trio of Vietnam, Cambodia and Laos is entering a new era. As in the past five years, ITE HCMC 2010 will bring together regional and local exhibitors, international buyers and travel trade professionals to exchange growing business for inbound and outbound travel opportunities in Cambodia, Laos & Vietnam.

After five years at the Phu Tho Exhibition Hall, ITE HCMC 2010 is moving to a new venue, the Saigon Exhibition & Convention Centre (SECC). This international standard exhibition facility located in the heart of Phu My Hung New City will provide a more conducive environment for buyer seller networking and also allow for expansion of the event.

The ITE HCMC buyers program offers international buyers a once-in-a-year opportunity to discover new tourism products and meet with tour operators, travel agents and NTO's from the 3 countries at one event. Despite a slowdown in the global tourism industry in 2009, ITE HCMC buyers programme attracted buyers from 21 countries including many new markets such as Canada, Hungary, Poland, Russia etc. During the course of the two day meeting schedule more than 2,600 appointments were completed. ITE HCMC 2010 has now opened



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registration for international buyers through its website www.itehcmc.com. Approved hosted buyers will enjoy complimentary airfare and accommodation during their visit.

ITE HCMC 2010 will also offer exhibitors, buyers and trade visitors' extensive opportunities to network with key decision makers from provincial departments of tourism during the three day event. In addition to hosted events during the exhibition, the ASEAN Tourism Investment Forum 2010, the Tourism Alliance Awards and the ITE HCMC 2010 Golf Tournament will be organized to engage a wider range of interest groups from the tourism, travel and hospitality industry.

In addition to offering a great business exchange platform ITE HCMC will also be open to the general public on the last two days. For more information on how to participate, logon to www.itehcmc.com

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