



INTERNATIONAL TRADE EXPO
HO CHI MINH CITY
30 SEP - 02 OCT 2010

Press Release

For Immediate Release

All signs point to the Largest and Most Exciting ITE Exhibition ever!

With barely one month to ITE HCMC, the wheels of motion are gaining momentum as it gets closer to the event. Visitors to this year's can expect to see 150 travel specialists, tour operators & national tourism organizations from some 16 countries and regions at Vietnam's largest Tourism Event. National group participations from Cambodia, Laos, Thailand, Myanmar, Malaysia, Macau, India, Taiwan, Cuba and Mexico have already been confirmed their attendance. In addition, within Vietnam itself, more than 10 provinces have confirmed their participation in ITE HCMC 2010. These include An Giang, Binh Thuan, Can Tho, Dong Nai, Hai Phong, Hue, Khanh Hoa, Lam Dong, Quang Ninh, Tien Giang, Vung Tau among others. Visitors should also look out for the ITE HCMC 2010 lucky draw for their chance to win VND10 million each day

The second annual Tourism Alliance Awards (TAA) is also now open for entries till 31 August 2010. The TAA is an event within the ITE HCMC umbrella, designed to recognise the brightest tourism stars in Cambodia, Laos and Vietnam. Winners will be presented their awards at the Vietnam Night dinner on 30 September 2010, held at Rex Hotel.

Among the illustrious panel of judges for the awards are: Mr. Nguyen Viet Anh, Ho Chi Minh City Department of Culture, Sports and Tourism- Tourism Management, Mr. Nguyen Tri Vien, Ho Chi Minh City Department of Culture, Sports and Tourism- Hotel Management, Anthony Valeriano, General Manager of e-Travel Blackboard, Bill Barnett, Founder and Managing Director of C9 Hotelworks, Marc Kramer, Co-Head for HVS Consulting Asia, Nigel Sharman, Chief Executive Officer of TCK Group and Robert McIntosh, Executive Director CBRE Hotels Asia Pacific.



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The Awards available for this year include Airline of the Year, Restaurant of the Year, Spa Operator of the Year, Cruise Operator of the Year, Outbound Travel Operator of the Year, Inbound Travel Operator of the Year, Budget Hotel of the Year, Business Hotel of the Year, Resort Hotel of the Year and Luxury Hotel of the Year.

Amongst the new elements for TAA 2010 are the combination of Domestic and International Airline of the Year categories into the Airline of the Year. Also, new for this year is the Cruise Operator of the Year category. Also, there will be 3 Winners per category, Gold, Silver and Bronze Awards (where applicable). Entry submissions are available online at www.itehcmc.com/taa/awardsubmission.

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