

# enterprise europe



● *Business Support on Your Doorstep*

## SG Tourism & Cultural Heritage Brokerage event ITB 2009

update 27/11/2008



**HessenAgentur**

HA Hessen Agentur GmbH



● **European Commission**  
Enterprise and Industry

## Fair

### ***ITB Berlin – The World’s Leading Travel Trade Show***

With more than 180,000 visitors, among these 108,000 trade visitors, and over 10,000 exhibitors from 180 countries ITB Berlin is the leading B2B-Platform of all tourism industry offers.

In addition, the world’s largest tourism convention Market Trends & Innovations provides unique opportunities to benefit from the leading think tank of the global tourism industry.

All levels of the value added chain are present: Tour operators, booking engines, destinations, airlines, and hotels up to car rentals.

[www.itb-berlin.com](http://www.itb-berlin.com)

## Fair Dates

11<sup>th</sup> – 15<sup>th</sup> March 2009

10 a.m. – 6 p.m.

## Date of SG’s Tourism brokerage event

11<sup>th</sup> March 2009

10 a.m. – 6 p.m.

## Meeting slots

10.00 – 10.30	Registration & Welcome
10.30 – 12.30	4 meetings
12.30 – 14.00	Lunch
14.00 – 18.00	8 meetings

## Event Venue

Messe Berlin

Messedamm 22

14055 Berlin

[www.messe-berlin.de](http://www.messe-berlin.de)

## Participation fee

150,00€ net.

75,00€ net for the second participant

(not fixed yet)

Participation fee will include:

- pre-scheduled cooperation meetings with decision makers from the European tourism industry
- Lunch and drinks during the event
- free entrance to the ITB fair (one-day-ticket)
- online directory with company profiles of all participants
- organisation of pre-scheduled meetings
- publication of the profile in the BCD
- support before, during and after the event

## Conference language

English

## Target group

**Suppliers and buyers** from the European tourism industry:

- Tourism organizations/Associations
- Accommodation
- Tour operators/Travel agencies
- Means of transport/carriers
- Business Travel/MiCE
- IT and software
- Information and advice
- other suppliers

## Contact:

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