

Katrina Leung appointed new Executive Director of ITB Asia

Record attendance at 2014 show with 9650 visitors from 108 countries

SINGAPORE, SINGAPORE, October 31, 2014 /EINPresswire.com/ -- [Messe Berlin](#), organiser of [ITB Asia](#), has appointed Katrina Leung as the new Executive Director of ITB Asia, effective 1 November 2014. Leung takes over the helm from Nino Gruettke and will be responsible for spearheading ITB Asia and developing Messe Berlin's regional business.

Prior to this role, Leung was Country Managing Director of conference organiser, Terrapinn Asia. In her previous position, she was in charge of a broad range of industries including capital markets and finance, biomedical, power and electricity, enterprise technology, transport and logistics and real estate.

Leung holds a bachelor's degree in Business Management with a minor in International Business from Ateneo de Manila University in the Philippines where she was a university scholar.

"Katrina's primary role is to continue to grow ITB Asia within this region and strengthen the show's positioning as the key platform to network and gain insights on the Asian travel industry. She joins us with a wealth of experience within Asia which will help further develop our business and geographic reach. With her in depth knowledge of the conference industry, we're confident that she will also further build up this integral part of the show over the next few years," said Dr. Martin Buck, Vice President, Messe Berlin (Singapore).



The seventh installment of ITB Asia came to a close today at the Sands Expo and Convention Center,

Marina Bay Sands, Singapore. The event recorded close to 750 exhibitors from 76 countries and 850 buyers from 62 countries. The show also attracted almost 9650 attendees from 108 countries across the three days, a 6% increase over last year.

“We have come a long way since our first show in 2008. This year’s attendee numbers are at an all time high and our strongest representation of buyers are from China followed by India, making up around 23% of the total number. We know that our visitors want a one-stop shop which is why we seek to put together Asia’s most international travel trade show so the world can meet in three days here,” said Nino Gruettke, Executive Director, ITB Asia.

Exhibitors showing a strong presence this year include the Spain Tourism Board, Brand USA as well as the Philippines Tourism Board and Indonesia’s flag carrier, Garuda Indonesia, which have increased booth space by 200% and 300% respectively.

This year’s show also delivered 4080 minutes of high powered content over 30 sessions. These included sessions from Robb Report Singapore, TTG Asia, American Express Meetings & Events, Global Business Travel Association (GBTA), NATAS, MPI and K.I.T Group.

ITB Asia is a partner event of TravelRave 2013, a mega travel and tourism festival week organised by the Singapore Tourism Board

For more information on ITB Asia 2014, visit www.itb-asia.com

About ITB Asia 2015

ITB Asia 2015 will take place at the Sands Expo and Convention Center, Marina Bay Sands, from 21 - 23 October. It is organised by Messe Berlin (Singapore) Pte Ltd and supported by the Singapore Exhibition & Convention Bureau. The event will feature hundreds of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa and the Middle East, covering not only the leisure market, but also corporate and MICE travel. Exhibitors from every sector of the industry, including destinations, airlines and airports, hotels and resorts, theme parks and attractions, inbound tour operators, inbound DMCs, cruise lines, spas, venues, other meeting facilities and travel technology companies are all expected to attend. www.itb-asia.com.

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