

25th September, 2025

Subject: Invitation to participate in ITB Asia-2025, Singapore.

Dear Sir/Madam,

We are delighted to announce that **Services Export Promotion Council (SEPC)**, is participating in **ITB Asia 2025**, scheduled to take place from **15-17 October, 2025** at the **Sands Expo and Convention Centre, Marina Bay Sands 10 Bayfront Avenue, Singapore.**

A Gateway to Global Opportunities:

ITB Asia is the premier meeting place for the travel trade industry and a forum for establishing high-quality customer contacts and conducting businesses. This is where international exhibitors of all sectors within the travel-value chain commerce, and Asia Pacific's leading travel companies and emerging small and medium-sized enterprises meet with top international buyers from the MICE, Leisure, Corporate Travel and Travel Technology markets. ITB Asia is Asia's largest travel trade show, bringing more than 18500 show attendees from MICE, Corporate, Leisure sectors and over 132 countries/territories. A pure B2B show with 100% pre-scheduled appointments, ITB Asia welcomed over 1,950 exhibitors for its past shows.

ITB Asia is organised by Messe Berlin Asia Pacific and supported by the Singapore Exhibition & Convention Bureau. ITB Asia is co-located with MICE Show Asia and Travel Tech Asia covering the key verticals in the travel industry such as Leisure, MICE, Corporate, and Travel Technology. With three shows in one event, it has become Asia's largest travel showcase.

The event features thousands of exhibiting companies from the Asia-Pacific region, Europe, the Americas, Africa, and the Middle East. 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 attend the event.

Participation charges: 4 sqm ready booth space – Rs. 3.50 lakh

Seize the Spotlight!

Imagine your brand spotlighted amidst the energy and prestige of ITB Asia-2025, surrounded by the best of India's tourism industry. This is your moment to dazzle the world with your unique story – whether it's the allure of your luxury hotel, the charm of your curated tours, or the promise of an unforgettable Indian experience.

By participation, you're investing in a transformative opportunity that promises exponential returns through global exposure, quality leads, and lasting relationships.

Spaces are limited and will be allocated on a **first-come, first-served basis**. To secure your space, please submit your interest/queries on an urgent basis, and based on the same, we will share the registration form.

You may send interest/queries on the following:

Mr. Kaushik Guha Roy Deputy Director Mobile: 8860142359 Email: kaushik.guharoy@servicesepc.org	Mr. Abhishek Sahdev Deputy Director Mobile: 9560264622 Email: abhishek.sahdev@servicesepc.org
--	---

Join us at ITB Asia-2025 and let the SEPC platform the launchpad for your next big success. Together, we'll showcase the unparalleled beauty, diversity, and hospitality of India to the world.

With best regards



Karan Rathore
Chairperson