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## Messe Berlin takes ITB to India

### First edition from 15 to 17 April 2020 in Mumbai

Messe Berlin, one of the world's leading trade fair companies, is going to India. Coinciding with tomorrow's opening of ITB Berlin, the company announced today that it will hold the first edition of ITB India in 2020. The three-day trade show will take place from 15 to 17 April 2020 at the Bombay Exhibition Centre in Mumbai. ITB India aims to bring together leading representatives of the travel industry with buyers from cities throughout India and international exhibitors from the MICE, leisure and corporate markets.

"In recent years we have given the ITB brand an increasingly international dimension", said **Dr. Christian Göke, CEO of Messe Berlin**. "We are on course to become even more international, while developing IFA, FRUIT LOGISTICA, and naturally ITB, into global brand families. This will ensure their long-term success in an increasingly competitive global market." With the arrival of ITB India the global brand family has become a quartet, which as well as ITB Berlin includes ITB Asia and ITB China.

India's economic growth means higher incomes for its citizens which they can increasingly invest in travel. From 2006 to 2016 travel spending rose on average by seven per cent, and from 2015 to 2016 even by 8.5 per cent. India's growth rate was thus significantly higher than that of other major countries such as China, Indonesia and Brazil. Experts estimate that by 2020 turnover in India's travel industry will be worth an overall 56 billion US dollars. The World Tourism Organization UNWTO forecasts that outbound travellers will reach 50 million by then.

Information on ITB India 2020 can be found online at [www.itb-india.com](http://www.itb-india.com) or by emailing [itbindia@messe-berlin.asia](mailto:itbindia@messe-berlin.asia).

**Press contact:**  
**Messe Berlin GmbH**

Emanuel Höger  
Press Spokesman and  
Press and Public Relations  
Director  
Group Corporate Communications  
Messe Berlin Group  
Messedamm 22  
14055 Berlin  
[www.messe-berlin.com](http://www.messe-berlin.com)  
Twitter: [@MesseBerlin](https://twitter.com/MesseBerlin)