

ITE Hong Kong 2024 – Highlights on 13 June – OPENING

ITE Hong Kong 2024 opened today (June 13) at 11.00 am, and officiated the opening is Acting Tourism Commissioner for Tourism, **Ms. Joanne CHU, Tourism Commission, Culture, Sports and Tourism Bureau of Hong Kong SAR Government.**

Ms. Joanne CHU attending the ceremony were leaders of the tourism industry, diplomatic corps who included some 15 consul generals, media, exhibitors, and trade visitors. In all, over 300 attendees.



The ceremony started with a Group Photo of Guests on Stage and consul generals, which followed by the exciting lion dance. Acting Commissioner CHU gave the key-note speech then KS Tong from the organizer gave an overview of ITE. After the Ribbon cutting, KS Tong from the organizer accompanied Ms CHU in the VIP tour.

There was a second VIP tour. Despite his busy schedule, Under Secretary LAU who visited ITE between 12.10 and 12.45 the same day was accompanied by Mr. KS Tong.



A Summary of Mr. KS Tong speech during the opening ceremony

Mr. KS Tong, Managing Director of TKS, the organizer of ITE: “Using 5 halls, ITE this year drew over 500 international exhibitors which both a record since Covid-19. We would invite participants start rediscovering the world in ITE. Thus, we focus more adding more new elements and reviving services stopped during the pandemic years. For examples, we have some 20 new exhibiting countries and regions with around half from outside Asia. Coupling with the fact that some 85% of our exhibitors from outside Hong Kong and overseas, ITE remains highly international. Also new are the industry forum on Technology Propelling Sustainability, and trade seminars of Digital Marketing etc.

This year we resumed Business Matching which for quick dating between sellers and buyers. We host trade delegations from several Guangdong cities which belong to the Greater Bay Area, which additional to regional trade visitors coming individually.

To all our visitors, ITE offer great shopping of travel ideas and products, with over 500 exhibitors from various parts of the world; great travel fun as there are cultural performances, souvenirs, mascots and travel maps inside the halls etc.

Comprising the 38th ITE (Leisure) and 19th MICE Travel Expo, ITE Hong Kong 2024 will be held from **June 13 to 16** at Halls 1 of Hong Kong Convention & Exhibition Centre (HKCEC) with first two days for trade and last two for public.

ITE2024 again is strongly supported by the Ministry of Culture and Tourism of the People's Republic of China with Hong Kong Tourism Board, Travel Industry Council of Hong Kong and Macao Government Tourism Office etc. as supporters.

DETAIL / ENQUIRY: www.itehk.com; email travel@tkshk.com; WhatsApp: +852 69361271; | wechat: [itehongkong](#) | Facebook: [itehk](#)

More photos can be download here

<https://drive.google.com/drive/folders/1GQ9T0rBfapuklPkWI-ABidI4kdOg0AVo?usp=sharing>

APPENDIX

ITE 2024 OPENING HOURS AND ADMISSION

Show Date	Admission	Opening Hours & Admission Fee
Jun 13 (Thu)	Trade / MICE / Corporate only ^(T)	10:00 – 18:00 (HK\$70)
Jun 14 (Fri)	Pre-register online www.itehk.com/Visitor	10:00 – 18:00 (HK\$35)
Jun 15 (Sat)	Public www.itehk.com/Public	10:00 – 19:00 (HK\$25)
Jun 16 (Sun)	www.facebook.com/itehk	10:00 – 17:00 (HK\$25)

T: Aged 18 or above Trade Travel and Professional who are required to render business card at onsite registration counter. Alternatively, they can visit after 2pm on June 15 simply by paying admission fee without registration.

EXHIBITING COUNTRIES AND REGIONS (By alphabetical order):

ASIA: China (Mainland) – 17 Provinces, Hong Kong, India, Indonesia, Japan (11 prefectures / region), Kazakhstan (Almaty), Kyrgyzstan, Macao, Malaysia (Sabah), Nepal, Pakistan, South Korea, Taiwan, Tajikistan, Turkmenistan, Thailand, Uzbekistan and Vietnam

Europe/Americas/Oceania: Armenia, Bulgaria, Canada (Yellowknife), Croatia (Zagreb), Cuba, Czech Republic, Georgia, Germany, Iceland, Mariana Islands, New Zealand, Poland, Slovenia, Spain and USA.

Middle East/Africa: Ethiopia, Iran, Jordan, Kenya, Seychelles, South Africa, Syria and Tanzania