



The 16<sup>th</sup> International Travel Expo Ho Chi Minh City 2022  
08 – 10 September 2022

# Briefing

# HOSTED BUYER PROGRAM

[www.itehcmc.travel](http://www.itehcmc.travel)

# Table of contents

- **ABOUT ITE HCMC**
- **ITE HCMC 2022 AT A GLANCE**
- **HOSTED BUYER PROGRAM**
- **EXHIBITOR**
- **MEDIA PARTNERS**
- **HIGHLIGHT EVENTS**
- **BRIEFING FOR HOSTED BUYER TEAM**
  - + Buyer Profile
  - + Buyer Benefits and Responsibilities
  - + Buyer Approval Process
  - + Buyer Logistic Process





## The **LARGEST** and **MOST ESTABLISHED** Travel Event in Vietnam and Mekong Subregion

- Endorsed by **Ministry of Culture, Sports and Tourism of Vietnam, Ho Chi Minh City People's Committee**. Supported by **Mekong Tourism Alliance** (Cambodia, Laos, Myanmar, Thailand and Vietnam)
- Perfect platform for international and regional companies to build partnerships for **inbound and outbound tourism**.
- Ideal platform for **gaining insights** on the latest topics in the tourism industry.

Since 2005

# ITE HCMC 2022 at a glance



## PHYSICAL



**08 - 10 SEP 2022**

**Thursday & Friday**

**09h00 - 16h00:** opens for Trade Visitors only

**16h00 – 19h00:** opens for Trade and Public Visitors

**Saturday**

**09h00 – 19h00:** opens for Public Visitors



**SAIGON EXHIBITION & CONVENTION CENTER**

799 Nguyen Van Linh Street, District 7, Ho Chi Minh City, Vietnam

## VIRTUAL



**3D VIRTUAL EXHIBITION**

Showcase interactive digital exhibition booths, promote engagements through video calls and 24/7 chat functions



**B2B ONLINE MEETINGS**

Top leisure, corporate, MICE, luxury and special interest travel trade professionals



# Virtual Booth



**250** +  
**EXHIBITING  
COMPANIES &  
BRANDS**

**Exhibitor Profile:**

- National Tourism Organization / Tourism Promotion Agency
- Travel Agent, Tour Operator
- Transportation, Airline / Carrier
- Accommodation / Hotel / Resort
- Tourism training facility / Event organizer
- Tourist Destination / Museum / Traditional villages
- Enterprises producing and trading typical products of the region
- Enterprises producing and trading related products & services

## International Buyers

150<sup>+</sup>  
BUYERS

- South East Asia
- Japan + Korea
- Western Europe (Germany, UK, France, Italy, Spain)
- Northern Europe (Norway, Finland, Denmark, Sweden)
- USA
- Australia + New Zealand
- Middle East + India

**Top leisure, corporate, MICE, luxury and special interest travel trade professionals from companies based outside Vietnam.** They book significant international business and are always in the look for new and best travel products in international destinations for their clients.

## Buyer Profile

**Top leisure, corporate, MICE, luxury and special interest travel trade professionals from companies based outside Vietnam.** They book significant international business and are always in the look for new and best travel products in international destinations for their clients.

**Decision-maker:** Director, Head of Sales & Marketing, Product Manager, Purchasing, MICE Division, Head of Outbound Division from:

- Professional Conference Organizer
- Event Planners
- Meeting Planner
- Incentive/Motivation House
- Travel Agent handling incentives
- Travel Agent handling luxury travel
- Travel Management Company
- and other establishments dealing in outbound into Vietnam

## Benefits of Hosted Buyer

- **Return Economy Air Ticket** (airport tax included): flight from LHR, FRA, CDG.
- **Accommodation:** 4 nights, 5-star hotel
- **Meals:** Provided
- **Transportation:** Airport pickup, in-city shuttle service and tour services.
- Dedicated event assistants allocated.
- **Networking Functions:** Welcome Night, Gala Dinner – Opening Ceremony, Luncheons, Tourism Nights and more.
- **Trade Functions:** Buyer-Seller Pre-Appointments, Business Matching and Meetings.
- **Post-show Tours (FOC & Optional)**

## Responsibilities of Hosted Buyer

- Make payment of an admin fee US\$ 150
- Hosted Buyer needs to fulfill minimum 30 appointments with sellers during ITE HCMC

# Media Partners





# Highlight Events

- **Welcome Reception for Hosted Buyer & Media\***
- **Gala Dinner “The Quinesstence of Rice”**
- **Vietnam MICE Forum – collaboration with EuroCham**
- **Seminars on key tourism market**
- **Seminars on new tourism trends: sustainable tourism, slow travel, remote work travel, technology tourism (metaverse tourism)**
- **Thank You Party for Hosted Buyer & Media\***
- **Vietnam regional specialty fair**
- **Travel Fun Fair Day for public visitors**

**HỘI CHỢ DU LỊCH QUỐC TẾ  
THÀNH PHỐ HỒ CHÍ MINH LẦN THỨ 16**

**08 ▶ 10.09.2022** | Trung tâm Hội chợ và Triển lãm Sài Gòn (SECC), Quận 7, TP. Hồ Chí Minh

*Cùng vững bước, Cùng đi lên*  
*Growing Forward Together*

Đảm nhiệm chỉ đạo: Bộ Văn hóa, Thể thao và Du lịch; Ủy ban nhân dân Thành phố Hồ Chí Minh

Đảm nhiệm tổ chức: Tổng cục Du lịch; Sở Du lịch Thành phố Hồ Chí Minh

Công ty Quảng cáo và Hội chợ Triển lãm CIS Việt Nam; Công ty TNHH Lê và Anh em

[www.itehcmc.travel](http://www.itehcmc.travel)



# Gala Dinner Vietnam Night

- This major ITE HCMC highlight is attended by Dignitaries, Hosted Buyers, Hosted Media, Media Partners, Sellers/Exhibitors and other VIP Guests.
- All attendees will be impressed by very entertaining performances and will be treated to first class gastronomic experience.
- Annually, every participant looks forward to being present at this fabulous event not only for its grandeur but also for great networking opportunities.



Gala Dinner  
Vietnam Night



x



# VIETNAM MICE FORUM

## Diễn đàn Du lịch MICE Việt Nam

In 2020 and 2021, Ho Chi Minh City has named **ASIA'S BEST MICE DESTINATION** by **World MICE Awards**.

Ho Chi Minh City has a good and favorable business and investment environment, in 2019 and earlier, international corporations and organizations choose to organize international seminars and conferences ... to travel while traveling. combine looking for partners to the city. This shows that the city has advantages and potential to develop MICE tourism products.

At the **Vietnam MICE Forum**, authorities, international experts and key leaders from the HCMC MICE industry will discuss best practices and share their views on Various aspects of industry events and meetings in HCMC and Vietnam in general.





## Conferences & Seminars

Specialized conferences and seminars from trade professionals and experts to share their views and market opinions: discussing solutions for promoting investment activities in tourism economy development, in combination with recovery solutions to the tourist market.

### Benefits of attending:

- Gain access to the latest travel trends in the tourism industry with leading companies
- Discover new destinations and technology as rising players share their products and solutions

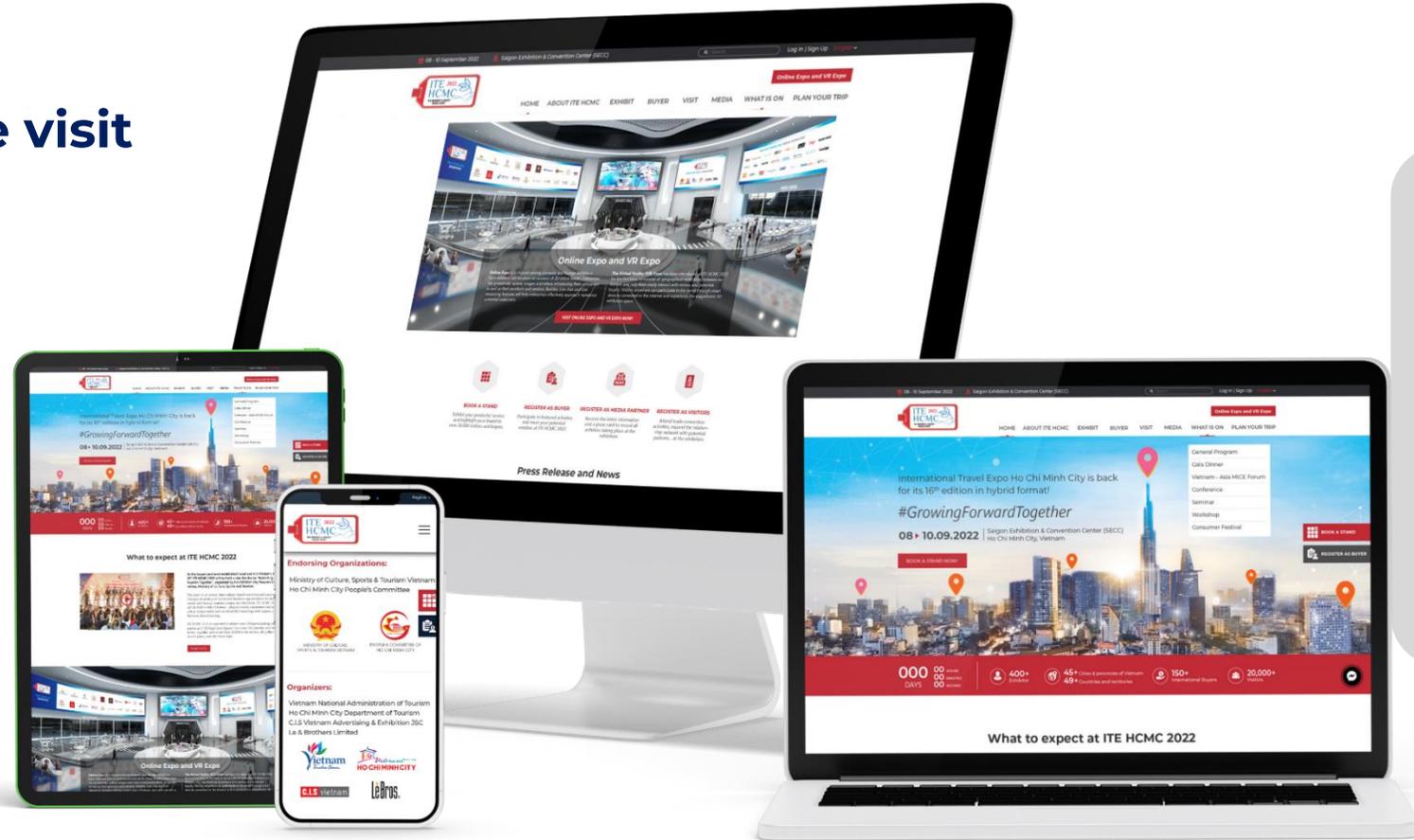


# Travel Fun Fair Day For Public Visitors

- Discover and choose exciting travel products.
- Take advantage of best travel deals for your flights, accommodation and more.
- Mix, match and create your own travel packages. Meet expert travel professionals who are ready to help you.
- Win attractive prizes by joining the event's competitions and lucky draws.
- Be entertained by festive and fabulous presentations of various cultures and countries.



For more information, please visit [itehcmc.travel](http://itehcmc.travel)





The 16<sup>th</sup> International Travel Expo Ho Chi Minh City 2022  
08 – 10 September 2022

**Briefing**

**HOSTED BUYER PROGRAM**

[www.itehcmc.travel](http://www.itehcmc.travel)

# HOSTED BUYER PROGRAM



DATE	TIME	CONTENTS
<b>TUESDAY</b>	ALL DAY	<b>PICKUP BUYERS AT TAN SON NHAT AIRPORT – CHECKIN HOTEL</b>
	EVENING	<b>WELCOME RECEPTION FOR HOSTED BUYERS &amp; MEDIA</b>
<b>WEDNESDAY 07/09/2022</b>	09:00 – 11:00	<b>VIETNAM MICE FORUM</b>
	11:30 – 13:00	<b>LUNCHEON</b>
	13:30 – 15:00	<b>BUYERS &amp; SELLER MEETINGS</b>
	18:00 – 21:00	<b>GALA DINNER “THE QUINCESSENCE OF RICE”</b>
<b>THURSDAY 08/09/2022</b>	08:30 – 09:00	<b>RIBBON CUTTING CEREMONY</b>
	09:00 – 17:00	<b>BUYERS &amp; SELLER MEETINGS</b>
	11:30 – 13:00	<b>LUNCHEON</b>
	17:30 – 21:00	<b>NETWORKING FUNCTIONS</b>
<b>FRIDAY 09/09/2022</b>	09:00 – 17:00	<b>BUYERS &amp; SELLER MEETINGS</b>
	11:30 – 13:00	<b>LUNCHEON</b>
	17:30 – 21:00	<b>THANK YOU PARTY</b>
<b>SATURDAY &amp; SUNDAY 10-11/09/2022</b>	ALL DAY	<b>POST SHOW TOURS FOR HOSTED BUYERS AND MEDIA</b>

# Buyer – Seller Meetings on 08 Sep 2022



## Benefits of Hosted Buyer

<b>BENEFITS of BUYER</b>						
<b>CATEGORIES</b>	<b>Return Economy Air ticket</b>	<b>Accommodation (4 nights, inclusive of breakfast)</b>	<b>Other activities (Networking Functions &amp; Seminars + Access to ITE VIP Lounge)</b>	<b>Airport pickup (by ITE Volunteer)</b>	<b>Post show tour</b>	<b>Administration Fee</b>
<b>Category A (Fully Hosted)</b>	✓	✓	✓	✓	✓	<b>USD 150</b>
<b>Category B (Semi Hosted)</b>	no	✓	✓	✓	✓	<b>USD 150</b>
<b>GIT BUYER</b>	*Air ticket sponsored by Partner Airlines	✓	✓	✓	✓	<b>USD 150</b>

## Benefits of Hosted Buyer

- Option 1: Cu Chi Tunnels Tour (08:00 – 04:00)
- Option 2: Can Gio Mangrove Forest Tour (08:00 – 04:00)
- Option 3: Mekong Delta Tour (2D1N)
- Option 4: Ho Chi Minh City – Cu Chi Tunnels – Tay Ninh (2D1N)



# BUYER CRITERIAS



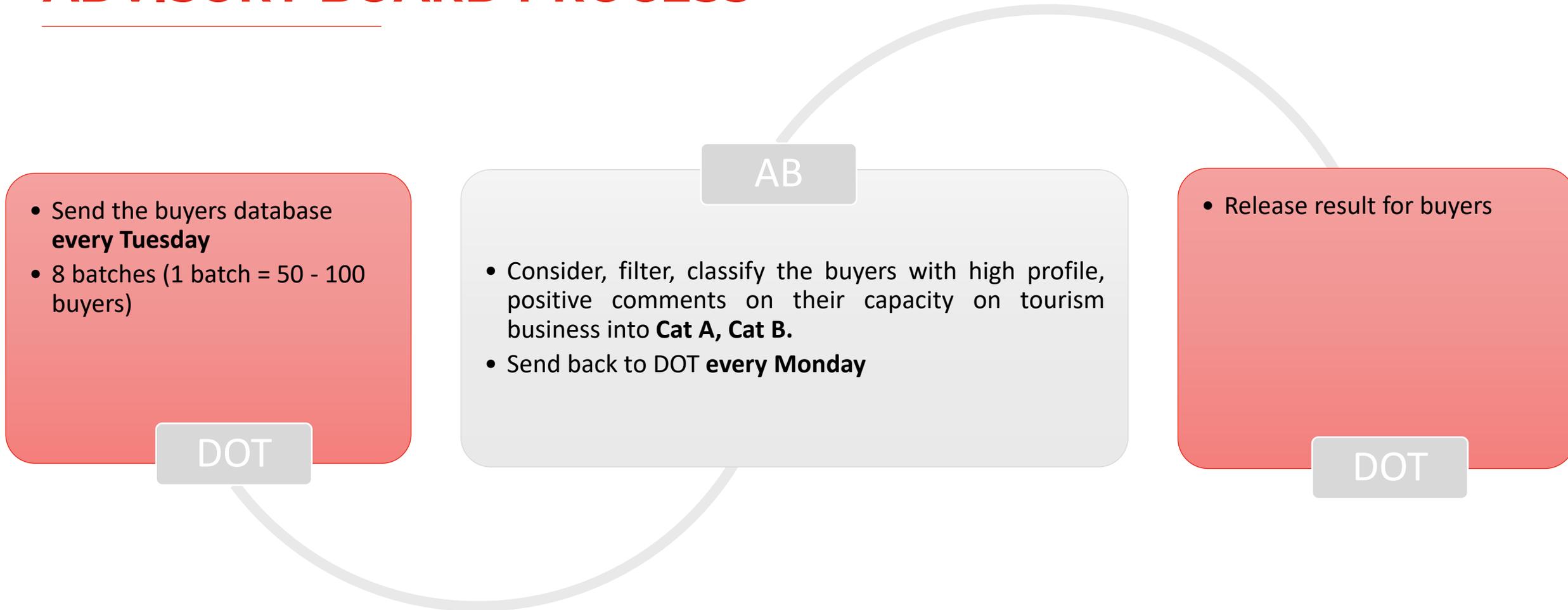
	Criteria	How to know?
<b>1. Operate on an outbound basic</b>	<ul style="list-style-type: none"> <li>✓ Outbound to Vietnam</li> <li>✓ Outbound to South East Asia</li> <li>✓ Outbound to Asia</li> <li>✓ Outbound to multiple markets</li> </ul>	<ul style="list-style-type: none"> <li>▪ Website</li> <li>▪ LinkedIn</li> <li>▪ Facebook or other social media</li> </ul>
<b>2. Nature of business</b>	<ul style="list-style-type: none"> <li>✓ Professional Conference Organizer</li> <li>✓ Event Planners</li> <li>✓ Meeting Planner</li> <li>✓ Incentive/Motivation House</li> <li>✓ Travel Agent handling incentives</li> <li>✓ Travel Agent handling luxury travel</li> <li>✓ Travel Management Company</li> <li>✓ and other establishments dealing in outbound into Vietnam</li> </ul>	<ul style="list-style-type: none"> <li>▪ Website</li> <li>▪ LinkedIn</li> <li>▪ Facebook or other social media</li> </ul>
<b>3. Senior Decision-Maker</b>	<ul style="list-style-type: none"> <li>✓ Authority to purchase</li> <li>✓ Authority to recommend</li> </ul>	<ul style="list-style-type: none"> <li>▪ Director / General Manager / Managing Director</li> <li>▪ Head of Sales &amp; Marketing</li> <li>▪ Product Manager /MICE Manager/ Head of Outbound Division</li> <li>▪ Purchase Manager</li> <li>▪ Corporate &amp; outbound travel managers or travel procurement managers</li> </ul>
<b>4. Show supporting documents</b>	<ul style="list-style-type: none"> <li>✓ Past (2018 – 2019) or future bookings in Vietnam or South East Asia</li> <li>✓ Reference Letter from Partner in Vietnam (number of tours to Vietnam, how many guests they sent in Vietnam)</li> </ul>	<ul style="list-style-type: none"> <li>▪ Documents provide by buyers</li> <li>▪ Reference with Tour Operators/Hotels/Resorts (to double check on the quality of buyers)</li> </ul>
	<ul style="list-style-type: none"> <li>✓ Hosted Buyers of other travel trade shows</li> </ul>	<ul style="list-style-type: none"> <li>▪ Proof of Buyer Badges of other show:               <ul style="list-style-type: none"> <li>+ WTM shows (WTM London)</li> <li>+ ITB shows (ITB Berlin, ITB Asia, ITB India, ITB China)</li> <li>+ IT&amp;CM shows (IT&amp;CM Asia, Arabian Travel Mart,..)</li> <li>+ ITLM shows (Asia Pacific, Cannes, ....)</li> <li>+ Other travel trade shows</li> </ul> </li> </ul>

# BUYER SELECTION PROCESS



<b>Step 1 (APR – JUL)</b>	CIS Vietnam - send e-newsletter to International Buyer Database	DOT - monitor and advise
<b>Step 2 (APR – JUL)</b>	CIS Vietnam - compile the Hosted Buyer Registration and do commercial check (website, linkedin, social media, other source from internet,...)	DOT - monitor and advise
<b>Step 3 (APR – JUL)</b>	DOT - send Buyer list to Advisory Board to review and verify	
<b>Step 4 (APR – JUL)</b>	DOT - compile result from Advisory Board to Board of Director to review and approve	
<b>Step 5 (APR – JUL)</b>	CIS Vietnam - release the final result to Buyer and follow up with buyer for Registration form and administration fee.	DOT – monitor and advise
<b>Step 6 (MAY – JUL)</b>	Buyer confirm their attendance, CIS Vietnam collect their 1. Admin fee, 2. Passport, 3. Special Request, 4. VISA,...	DOT – monitor and advise
<b>Step 7 (AUG)</b>	CIS Vietnam - send flight itinerary and hotel information in Week 2-3 of August 2022	DOT – monitor and advise
<b>Step 8 (AUG)</b>	CIS Vietnam - send logistic information (Buyer Guide) in Week 3-4 of August 2022	DOT – monitor and advise
<b>Step 9 (SEP)</b>	CIS Vietnam take care of Buyer	DOT – monitor and advise

# ADVISORY BOARD PROCESS



**Note:** - Buyers must follow Hosted Buyer Program.

- Buyers must attend at least 25 buyers – sellers meeting. After the meeting, sellers will rate the quality of buyers from 1-5 star or no show.-



[itehcmc.travel](http://itehcmc.travel)



THANK YOU

**and see you at ITE HCMC 2022!**

For more information, please contact

**ITE HCMC 2022 Organizing Committee**

E: [info@itehcmc.travel](mailto:info@itehcmc.travel)

W: [itehcmc.travel](http://itehcmc.travel)