



MINISTRY OF CULTURE, SPORTS  
& TOURISM, VIETNAM



HO CHI MINH CITY  
PEOPLE'S COMMITTEE



# ITE HCMC



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



THE 19<sup>TH</sup> INTERNATIONAL TRAVEL EXPO HO CHI MINH CITY

ITE

HCMC

**Your Gateway  
to Asia's Top Travel  
and Tourism Showcase!**





Asia's  
Best MICE Tradeshow  
for ITE HCMC

## ITE HCMC honored as "Asia's Best Trade Show" at World MICE Awards 2024.



Vietnam's top international travel expo, connecting inbound and outbound markets across the Mekong sub-region.



Experience significant growth in scale, exhibitors, and top-quality travel products and services.



Discover exceptional destinations and premium services showcased by top exhibitors from Vietnam, Southeast Asia, and beyond.



The only travel expo in Vietnam and the CLMT region for Buyers to pre-schedule meetings, engage in business matchmaking and exclusive networking events.





# Impressive Figures at ITE HCMC 2024

## PARTICIPATION & EVENT SCOPE

**480**

Participating  
Companies and Brands

**42**

Cities and  
Provinces of Vietnam

**45**

Countries  
and Territories

## ATTENDEES & MEETINGS

**220**

International  
Hosted Buyers

**11,460**

B2B  
Business Meetings

**26,258**

Visitors

## MEDIA, FORUMS & SPEAKERS

**2,700+**

Article Links

**9**

Forums, Conferences,  
and Workshops

**55**

Speakers from Domestic  
and International  
Tourism Leaders and Experts



## HOSTED BUYERS FROM 29 COUNTRIES AND TERRITORIES



### AMERICA

Brazil  
United States Of America

### EUROPE

Czech Republic  
France  
Germany  
Italy  
Lithuania  
Netherlands  
Poland  
Portugal  
Russia  
United Kingdom

### ASIA

Bangladesh  
Cambodia  
China  
Hong Kong  
India  
Indonesia  
Japan  
Kuwait  
Pakistan  
Philippines  
Singapore  
South Korea  
Taiwan  
Thailand  
United Arab Emirates

### OCEANIA

Australia  
New Zealand

## Top 10 Countries & Territories

- 1<sup>st</sup>** India
- 2<sup>nd</sup>** Thailand
- 3<sup>rd</sup>** China
- 4<sup>th</sup>** Australia

- 5<sup>th</sup>** Philippines
- 6<sup>th</sup>** Indonesia
- 7<sup>th</sup>** Singapore
- 8<sup>th</sup>** France

- 9<sup>th</sup>** United Arab Emirates
- 10<sup>th</sup>** Poland



# Buyer Profiles



## **MICE & EVENT PLANNERS**

MICE Organizations  
Event Planners  
Meeting Planners  
Incentive Houses



## **TOUR OPERATORS & TRAVEL AGENCIES**

Travel Agencies  
Tour Operators  
Online Tour Operators  
FIT Organizers  
GIT Organizers



## **CORPORATE & INVESTMENT**

Corporate Travel Managers  
International Associations  
Tourism Investors



# Hosted Buyer Eligibility Criteria

- Have purchasing authority or strong influence in the decision-making process.
- Represent a well-established travel business with a proven international track record and significant procurement volume in travel services.
- Show a genuine interest in developing business partnerships in Vietnam and the Mekong sub-region.
- Buyers who have attended ITE HCMC will be assessed based on their previous participation and performance with partners at the event.
- Only one representative from each company will be hosted to ensure equal opportunities for all participants.





# Benefits for Hosted Buyers



## **Tailored B2B Meetings:**

Connect with high-quality exhibitors and pre-schedule productive business appointments.

## **Exclusive Networking**

**Events:** Meet with key players in the global travel industry.

## **Return Economy Air Tickets**

with designated flight routes (only for approved Fully Hosted Buyers).

## **Accommodation:**

Enjoy a complimentary 4-night stay.

**Meals:** All meals will be provided during your stay.

**Transportation:** Airport pickup, in-city shuttle service, and tour options.

**Dedicated event assistants** allocated.

## **Networking Functions:**

Welcome Dinner, Gala Dinner – Vietnam Night, Luncheons, Tourism Nights, and more.

## **All-inclusive post-show tour (optional, FOC):**

Enjoy a unique cultural exploration of Vietnam's hidden gems.



# Hosted Buyers Program

EXCELLENT MEETINGS,  
EXCLUSIVE INSIGHTS  
AND NETWORKING OPPORTUNITIES



- **Welcome Dinner**  
for Hosted Buyers  
& Media

- **BUYERS – SELLER  
SPEED DATINGS**  
and **Gala Dinner  
Vietnam Night**

- **BUYERS – SELLER  
B2B MEETINGS**  
(Pre-scheduled)

- **BUYERS – SELLER  
B2B MEETINGS**  
(Pre-scheduled)  
- **Thank you party**

- **Post-show Tours**  
(FOC & Optional)

## Important Dates

### REGISTRATION

OPEN UNTIL THE END OF  
JULY 2025.

### APPROVAL

FROM FEBRUARY  
TO JULY 2025.

### LOGISTICS ARRANGEMENT DISCUSSION

FROM JULY TO  
AUGUST 2025.



# Post-show tour

The program showcase Vietnam's rich cultural heritage, breathtaking landscapes, and unique travel experiences.

Enjoy a unique cultural exploration of Vietnam's hidden gems.





This was my first experience at ITE HCMC, and I was impressed by the event's professional layout and organization. The open floor design effectively facilitated conversations and networking with diverse business suppliers and partners. We are looking forward to participating in ITE HCMC 2025!



The event provided an outstanding platform to connect with key players in the tourism industry across the region. The diverse exhibitors provided valuable business growth opportunities, and the networking sessions were very productive. "ITE HCMC 2024 is a must-attend for those looking to expand in Vietnam and global tourism markets.



ITE HCMC 2024 has strengthened our connections, helping us engage with potential partners in Vietnam and appreciate its rich culture. This journey has deepened our love for the warmth of Vietnamese hospitality, reminding us we are here to love and be loved.



It has been a great pleasure to be in Vietnam for the first time at this travel show, which I found to be truly amazing. The event was exceptionally well organized, and the Sellers I met were the best I've ever encountered. I'm confident that our Brazilian visitors will fall in love with what they see here.



My experience meeting with Sellers from across the region was truly incredible. The quality of the Sellers was very top-notch, showcasing their expertise and professionalism. Each meeting provided valuable insights, and I look forward to returning as a Hosted Buyer at ITE HCMC 2025.





**Scan the QR code to apply for  
the Hosted Buyer Program at ITE HCMC 2025!**

For more information, please visit our official website or contact  
our Hosted Buyer Team at [buyer@itehcmc.travel](mailto:buyer@itehcmc.travel)

Be part of the ultimate travel experience at ITE HCMC 2025!





# THE 19<sup>TH</sup> INTERNATIONAL TRAVEL EXPO HO CHI MINH CITY

HỘI CHỢ DU LỊCH QUỐC TẾ THÀNH PHỐ HỒ CHÍ MINH LẦN THỨ 19

04 ▶ 06.09.2025

SAIGON EXHIBITION & CONVENTION CENTER (SECC), HO CHI MINH CITY, VIETNAM  
TRUNG TÂM HỘI CHỢ VÀ TRIỂN LÃM SÀI GÒN (SECC), QUẬN 7, TP. HỒ CHÍ MINH

## HOSTED BUYER PROGRAM

*(Updated as on 06.06.2025)*

DATE	TIME	EVENT	VENUE	ATTENDEE	REMARK
<b>Tuesday, 02/9/2025: Welcome Buyers to Ho Chi Minh City</b>					
<b>Tuesday 02/9/2025</b>	All day	Welcome Hosted Buyers at Tan Son Nhat International Airport	<i>Tan Son Nhat International Airport</i>	<i>Hosted Buyer</i>	Smart Casual
		Transfer from Airport to Hotel	<i>Hotel (to be updated)</i>		
		Free & Easy			
	19:00 – 21:00	Welcome Dinner for Hosted Buyers & Media	<b>TBA</b>	<i>- By Invitation Only VIP, Hosted Buyers, Hosted Media</i>	Business Formal
<b>Wednesday, 03/9/2025: Buyers &amp; Seller Speed Dating; Vietnam Night</b>					
<b>Wednesday 03/9/2025</b>	<b>09:30 – 11:30</b>	<b>BUYERS – SELLER SPEED DATINGS</b>	<b>Saigon Exhibition &amp; Convention Center (SECC)</b> <i>Conference Room, 2nd Floor 799 Nguyen Van Linh Street, Tan Phu Ward, District 7</i>	<i>Hosted Buyers and Sellers</i>	Business Formal



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TRUNG TÂM HỘI CHỢ VÀ TRIỂN LÃM SÀI GÒN (SECC), QUẬN 7, TP. HỒ CHÍ MINH

DATE	TIME	EVENT	VENUE	ATTENDEE	REMARK
	11:30 – 13:00	Luncheon for Hosted Buyers & Hosted Media	SECC	Hosted Buyer and Hosted Media	
	13:30 – 16:00	Free & Easy		Hosted Buyer	
	17:30 – 21:00	<b>VIETNAM NIGHT</b>	<i>TBA</i>	- By Invitation Only VIP, Hosted Buyers, Hosted Media, Speakers	Business Formal/ National Costume
<b>Thursday, 04/9/2025: Cutting Ribbon Ceremony; Buyer &amp; Seller meetings</b>					
<b>Thursday 04/9/2025</b>	08:30 – 09:30	ITE HCMC 2024 OPENING CEREMONY	<b>Saigon Exhibition &amp; Convention Center (SECC)</b> <i>Exhibition Hall</i>	- VIP - By Invitation Only	Business Formal
	09:00 – 16:00	<b>BUYERS – SELLER B2B MEETINGS (Pre-scheduled)</b>	SECC	Hosted Buyers & Sellers	
	11:30 – 13:00	Luncheon for Hosted Buyers & Hosted Media	SECC	Hosted Buyer and Hosted Media	



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DATE	TIME	EVENT	VENUE	ATTENDEE	REMARK
	18:00 – 20:00	Free & Easy	TBA	Hosted Buyer and Hosted Media	
<b>Friday, 05/9/2025: Buyer &amp; Seller meetings; Thank You Party</b>					
Friday 05/9/2025	09:00 – 16:00	BUYERS – SELLER B2B MEETINGS (Pre-scheduled)	Saigon Exhibition & Convention Center (SECC) Exhibition Hall	Hosted Buyers and Sellers	Business Formal
	11:30 – 13:00	Luncheon for Hosted Buyers & Hosted Media	SECC	Hosted Buyer and Hosted Media	
	18:30 – 21:00	Thank You Party	TBA	For Hosted Buyer, Hosted Media and Sponsors	
<b>Saturday – Sunday – Monday, 06 – 07 – 08/9/2025: Post-show tour for Hosted Buyers</b>					
06 – 07 – 08/9/2025	All Day	Post-show tour for Hosted Buyers	In HCMC and other provinces	Hosted Buyer	Smart Casual

\*The above schedule is subject to changes by the ITE HCMC Organizing Committee.  
For more information, please contact ITE HCMC Hosted Buyer Team [buyer@itehcmc.travel](mailto:buyer@itehcmc.travel)