

PRESS RELEASE

August 28, 2017

Headline news from ITB Berlin: ITB Berlin - Springboard for South American start-ups

The Social Media Newsroom of ITB Berlin provides regular online updates at newsroom.itb-berlin.de/en from the World's leading Travel Trade Show®.

The perfect way to achieve success: with the 'Travelups! Startup Challenge' on 31 October 2017 at the Feria Internacional de Turismo de América Latina (FIT) in Buenos Aires, Argentina's start-up community will be recognising South American travel industry start-ups. The winner will receive a comprehensive exhibitor package for the eTravel World at ITB Berlin 2018. The Travel Technology segment at the World's Leading Travel Trade Show® gives start-ups access to the global market and a chance to showcase their innovations to professionals from around the world.

South American start-ups have time until **18 September 2017** to enter the 'Travelups Startup Challenge' with their innovations and ideas. A selection will be made based on three criteria: technology, sustainability and user-friendliness. After the jury has made its choice the ten best companies will compete in the challenge at FIT in Buenos Aires.

In its role as a major global brand, ITB is represented at FIT (28 to 31 October 2017) on its own stand (no. 2022) with ITB Berlin, ITB Asia and ITB China.

For more information read on:

[ITB Berlin: Springboard for South American start-ups](#)

About ITB Berlin and the ITB Berlin Convention

ITB Berlin 2018 will take place from Wednesday to Sunday, 7 to 11 March. From Wednesday to Friday ITB Berlin is open to trade visitors only. ITB Berlin is the World's Leading Travel Trade Show. In 2017 a total of 10,000 companies and organizations from 184 countries exhibited their products and services to around 169,000 visitors, who included 109,000 trade visitors. Parallel with the show the ITB Berlin Convention, the largest event of its kind, will be held from Wednesday, 7 to Saturday, 10 March 2018. Admission to the ITB Berlin Convention is free for trade visitors and exhibitors. More details are available at www.itb-berlin.com, www.itb-convention.com and at [ITB Social Media Newsroom](#).

You may obtain your **accreditation** for ITB Berlin 2018 from November 2017 at www.itb-berlin.com/Press/Accreditation/.

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