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## MMPRC hosts Meeting with Tourism Industry Partners attending ITB Berlin 2018

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The Maldives Marketing and Public Relations Corporation (MMPRC) together with over 268 representatives from 104 companies will be taking part in ITB 2018 held in Berlin, Germany from 7-11 March 2018. Maldives Ambassador for Germany Honorable Jameela Ali the Acting Managing Director of MMPRC, Mr Haris Mohamed will be heading the Maldives delegation.

In constant effort to improve the participation in ITB fair, a pre-meeting was held today at Champa Central Hotel arranged by MMPRC in order to provide detailed information to the industry partners attending ITB Berlin 2018. The main objective of the pre-meeting is to give out detailed information of the exhibitions and provide the opportunity for the co-participants to clarify any information before the start of the exhibition.

ITB Berlin is the world's largest travel and trade show and also the largest travel exhibition that Maldives takes part in. It is most ideal platform for the Maldives travel tourism industry to showcase their products to the world.

The ITB (short for Internationale Tourismus Börse) covers all aspects of travel and tourism: Countries, tour operators, booking system developers, airlines, hotels and other businesses concerned with tourism present their ideas to not only introduce themselves but also to inspire wanderlust. As the ITB Berlin is also conceived as a B2B platform, trade visitors have ample opportunity to expand their contacts and do business. For all others paying a visit to the ITB Berlin, the fair is a great way to discover the whole world within a few hours.

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