



Inbound China & Global Travel Exchange

入境中國及環球旅遊資源展



DATE **10 NOV.**
2026

Hong Kong, China

中國香港站

舉辦地點 / Location

九龍香格里拉酒店
Kowloon Shangri-La Hotel

活動場地 / Venue

宴會大禮堂, 地下一層
Grand Ballroom, Lower Level 1

地址 / Address

香港九龍麼地道64號九龍香格里拉
64 Mody Road, Kowloon, Hong Kong

主辦單位 / Organizers





IC&GTE

IC&GTE 入境中國及環球旅遊資源展，為業界專屬 B2B 旅遊展覽會，專門連繫環球旅遊供應商與本地業界買家。展會旨在搭建專業商務對接平台，協助參展雙方建立聯繫、深化合作、拓展環球旅遊市場商機。

供應商類別：

入境中國供應商：設於中國內地，專為入境中國的海外旅客提供各類旅遊產品及服務的業者；

環球旅遊供應商：來自全球各地的旅遊資源營運商、當地地接旅行社。

Inbound China & Global Travel Exchange, IC&GTE is a table top event focus on B2B trade of tourism industry, and dedicated to become the B2B collaboration & "get-to-know each other" platform for global tourism suppliers and local buyers of countries hosting exhibitions.

Suppliers at this exhibition fall into two categories:

"Inbound China" Suppliers: the travel suppliers based in China and provide travel products or services specializing in hosting international visitors to China.

"Global Travel" Suppliers: Tourism resource suppliers, DMCs and land operators from around the world.

關於我們 / About Us

博信會展專營 B2B 旅遊展覽業務逾 12 載，旗下自有品牌「COME 旅遊資源展」由 2015 年起開辦，每年輪流於北京、上海、廣州、成都、深圳、西安等全國 20 個重點客源城市舉行。2025 年度展會匯聚 726 家環球旅遊供應商參展，吸引超過 26,000 名旅遊業專業買家到場洽商合作。

Broading (Beijing) Conference & Exhibition Co., Ltd. has over 12 years of dedicated expertise in B2B travel exhibitions. Launched in 2015, our flagship brand COME(China Outbound-Travel Mart Exchange) is hosted annually in 20 key source market cities across China, including Beijing, Shanghai, Guangzhou, Chengdu, Shenzhen and Xi'an. In 2025, the expo brought together 726 global tourism suppliers and attracted more than 26,000 professional domestic travel buyers for on-site business negotiations.



展會價值 / Exhibition Value

親臨 IC&GTE，閣下所得絕不止一份供應商名單，更可獲得完備多元的業界資源作為後盾。不論客戶提出任何獨特、個人化的旅遊構思，豐富齊全的上游資源均可全面配合落實，助閣下輕易承接各式訂單、擴充業務版圖。

Join IC&GTE and walk away with far more than a simple supplier directory — an all-in-one network of dependable travel partners at your disposal. No matter what unique, custom travel experiences your clients want, our abundant travel resources support full-service execution. Secure more deals effortlessly and scale your business to uncharted markets.

精準配對

Precise Matchmaking

展會雲集 60 家或以上內地優質地接社、海外目的地營運商、酒店、機票代理及各類旅遊服務商，搭建高效洽商平台，締造多元交流機會。

Gathers 60+ high-quality Chinese land service providers, overseas DMCs, flight and hotel booking platforms, creating efficient matching and ample networking opportunities.

環球網絡

Global Connectivity

覆蓋日、韓、歐洲、拉美等全球各地目的地供應商，豐富產品線，協助業者拓展多元業務。

Covers travel service providers from Japan, South Korea, Europe, and other global destinations, enhancing product diversity.

拉近合作距離

Break Down Distance

透過面對面深入溝通，消除跨地域遠距帶來的溝通隔膜，更快建立長期互信的合作夥伴關係。

Face-to-face communication helps overcome challenges caused by long-distance international barriers and builds trust.

參展商類型 / Exhibitor Profile

入境中國參展商 Inbound China Suppliers

內地地接社、租車服務、酒店、
機票預訂平台、跨境支付、簽證服務
等旅遊業務營運商

local DMCs, car rental services,
flight and hotel booking platforms,
cross-border payment solutions,
visa services, etc.

環球旅遊參展商 Global Travel Suppliers

涵蓋東南亞、歐洲、俄羅斯、拉美等
海外目的地資源商及當地接待旅行社

Destination suppliers and
land service companies
covering Southeast Asia,
Europe, Russia,
Latin America,
and other regions.

展會流程 / Event Rundown

08:30-09:30

參展商登記

Seller Registration

09:00-12:00

B2B 商務洽談

Table top session AM

10:00-11:00

咖啡小食時段

Coffee & Tea Break AM

12:00-13:30

參展商午膳

Exhibitor Lunch Time

13:30-17:30

B2B 商務洽談

Table top session PM

15:00-16:00

咖啡小食時段

Coffee & Tea Break PM

15:30-16:30

幸運抽獎環節

Lucky Draw

17:30

展會完結

Exhibition Close



買家權益與參展須知 / Buyer Benefits & Attendance Guide

- 現場辦理登記即可領取買家通行證，免費獲贈價值人民幣 200 元之展覽手冊；

Collect your buyer badge on-site upon check-in, plus a complimentary directory valued at 200 RMB.

- 設有買家專屬咖啡、茶飲及各式精緻小食供閣下享用；
Exclusive refreshment breaks reserved for registered buyers.

- 可加入專屬買賣配對社群，全日 24 小時為閣下處理各項業務查詢及合作需求。

Gain access to our dedicated buyer-exhibitor networking group, where we respond to all your business enquiries around the clock.



到場必備物品 / Recommended items to bring

敬請自備個人名片，建議攜帶 50 張或以上，方便與參展商進行商務配對及交換聯絡。

Business cards (50+ copies suggested).

精彩現場回顧 / Past Event Highlights

點擊鏈接觀看活動視頻 Click the link to view our event video.

 https://youtu.be/QFf5xsJ_BRA



2026 年度展覽日程 / 2026 Exhibition Schedule



2026 年 11 月 10 日 中國香港
Hong Kong, China



2026 年 04 月 21 日 馬來西亞吉隆坡
Kuala Lumpur, Malaysia



2026 年 04 月 23 日 新加坡
Singapore



2026 年 10 月 05 日 印度尼西亞雅加達
Jakarta, Indonesia



2026 年 11 月 12 日 馬來西亞檳城
Penang, Malaysia