

**SHANGHAI**  
**25 MAY 2026**

ITW flies to the Far East: off to Shanghai this May!

The 119th edition of the ITALIAN TRAVEL WORKSHOP, a leading event for the promotion and marketing of Italian tourism products, will take place on Monday, May 25, 2026, the day before the opening of IBT China, at the Sheraton Grand Shanghai Pudong Hotel & Residences. The event will host tour operators and travel agencies from Shanghai and across China interested in Italy.

Each seller will have a personalized desk, and at the end of the workshop, a networking lunch will be held, providing an additional opportunity to strengthen business contacts.

For information and pricing, contact: Marta Romani



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Mon – Fri 09.00-13.30 / 14.30-18.00



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