

SHANGHAI
25 MAY 2026

In 2026, ITW flies to the Far East: this May, we're in **Shanghai!**

The 119th edition of the Borsa Market, a leading event for the promotion and marketing of Italian tourism products, will take place on May 25, 2026 at the Sheraton Grand Shanghai Pudong Hotel & Residences. The event will feature Italian sellers – including hotels, hotel chains, travel agencies, tour operators, and DMCs – eager to meet tour operators and travel agencies from Shanghai and across China.

Meetings will take place directly at the sellers' desks and will be open; each buyer will receive their personal catalogue upon registration.

At the end of the workshop, all participants will be our guests at a networking lunch, providing an additional opportunity to strengthen business contacts and opportunities.

For information and pricing, please contact Emanuela Oddi at the following details:



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Monday – Friday 09.00 – 18.00



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