

广东国际旅游产业博览会组委会

Invitation to China (Guangdong) International Tourism Industry Expo 2025

Consulate General of the United Arab Emirates in Guangzhou,

Hosted by Culture and Tourism Development and Support Center of Guangdong Province, China (Guangdong) International Tourism Industry Expo (short for CITIE) will kick off in China Export and Import Fair Complex, Guangzhou from 12-14 September, 2025. China's tourism industry has entered the fast lane, becoming the world's largest domestic tourism market, the country with the largest number of outbound tourists, and a major destination for international tourists. Known as one of the largest comprehensive international tourism expo in China, the 17th CITIE 2025, covering an exhibition area of 40,000 m², will attract 100 destinations and 500 tourism service providers and suppliers from more than 50 countries and regions. Concurrently, Guangdong Culture and Tourism Promotion Conference 2025 that hosted by the Department of Culture and Tourism of Guangdong Province, will expand international, bilateral, multilateral cultural and tourism exchanges and cooperation, further enhance the international influence of the Guangdong-Hong Kong-Macao Greater Bay Area as a world-class tourist destination, jointly build a new pattern of world tourism economy, and lead the new trend of tourism development.

Based on China's largest source of tourists, world-class tourist destination and major tourism market of the Greater Bay Area, CITIE 2025 will continue to set up these theme halls, which include International Culture and Tourism Hall, Culture and Tourism Hall, Culture and Tourism Consumption Experience Hall. In 2025 session, Guest Country Pavilion as well as Guest Country of Honor Day will be in the spotlight with well thought-out program. Meanwhile, several international tourism cooperation pavilions will be organized, such as Guangdong and its Sister Provinces, Guangdong-RCEP, Guangdong-Asia, Guangdong-Africa, Guangdong-Latin America, Guangdong-Europe, Guangdong-Pacific Islands. Promotions of festivals and events such as "Year of Culture and Tourism" will continuously intensify and expand cultural tourism exchanges and cooperation between Guangdong and Belt and Road countries. Furthermore, a series of industry exchange activities like B2B Matchmaking and Speeding Dates, Overseas Tourism Destinations Promotion, New Product Launch and Sharing, will enhance business development and resources integration. Social Networking like MICE Exchange, International Youth Exchange, Cultural Tourism Consumption Carnival etc will provide opportunities for tourism insiders to expand network and generate partnerships. CITIE 2025 will be a grand gathering platform for image exposure, display and trade, brand publicity, industry networking as well as cultural tourism experience.

To promote destination, advance industrial communication and achieve mutual benefit and win-win cooperation, we are sincerely looking forward to your support and cooperation in promoting the business together at CITIE 2025!

Organizing Committee of CITIE

22 January, 2025

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