

Tourism Technology Association (TTA) is an organization with the objective to promote technology use within the Tourism industry.

Tourism Technology Association together with ASEAN Tourism Association (ASEANTA) are hosting the first ASEAN Electronic Travel Mart. With cooperation from the Tourism Authority Thailand, Institute of Trade and Development, Thailand Convention and Exhibition Bureau, Pacific Asia Travel Association and the Thai Tourism Industry, Thailand is proud to be the host of this magnificent event

The event's objective is to bring buyers and sellers within the Tourism industry and create trade relationships with technology driving the business. Whether it is website, integrations real-time access and bookings or electronic payments, this event will enable Tourism operators to enhance their business and work with their suppliers/customers from the industry through the use of the latest technology.

This event will also witness the launch of the first ever " Electronic Standards for the ASEAN Tourism Industry", which will become the standard used for Technology communications within the tourism industry in the ASEAN region.



We are pleased to invite traders from all over the region to participate in **ASEAN e-Travel Mart event**. Participation can be in the form of sellers (exhibition space bookings)and/or buyers.

As a seller, you will be able to demonstrate your travel products which are electronically ready to be sold to many hundreds of entrepreneurs from the ASEAN tourism industry.

The ASEAN e-Travel Mart is scheduled to be held on 23rd – 25th March 2011, at Plaza Athenee Bangkok, in Thailand. The Buyers meet Sellers program will run on the 24th-25th March, 2011.

The event focuses on trade and business talks among entrepreneurs and traders. Join the **ASEAN e-Travel Mart** together with your colleagues from across the region to obtain more customers/sellers and trade with them in a real-time manner, through the use and understanding of the latest technology.

It is the event for all individuals in the Tourism industry as well as related commercial, non-governmental and public organizations to meet, exchange and establish new opportunities for their business.

Why you should attend?

- To meet entrepreneurs and experts in the industry and trade with them
- To learn and adopt the latest technology for the tourism industry
- To launch your travel products globally through the use of Technology
- Gather information to develop products and ideas for your business

Who should attend?

- Business owners looking for new customers and new suppliers
- Businesses looking to expand their business network



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