

## MEXICO TAKES OVER BERLIN

- **The World's Leading Travel Trade Show, ITB Berlin, was inaugurated, in which Mexico was the Official Partner Country.**
- **The Mexican delegation is led by the Minister of Tourism, Claudia Ruiz Massieu.**
- **In the German capital you can breathe Mexico, because of the presence of a large number of artistic and cultural activities of our country.**

Today, Tuesday, the World's Leading Travel Trade Show, ITB Berlin, was inaugurated the International Tourism Fair in Berlin (ITB), in which Mexico was the Official Partner Country.

The Minister of Tourism, Claudia Ruiz Massieu, headed the Mexican Delegations that attended this world leading travel trade show, where she said that Mexico is determined to amuse the world in the tourism field.

"We are a country full of diversity and experiences" she said, and stressed the foremost moment that lives the Mexican tourism, when key indicators are positive.

Sigmar Gabriel, Vice-Chancellor of the Federal Republic of Germany, recognized Mexico as a tourist power, while mentioning that our country is one of the favorite destinations of German consumers.

At the same time, the Secretary General of the World Tourism Organization (UNWTO), Taleb Rifai, acknowledged "the great job" carried out by the Minister Ruiz Massieu, to reposition Mexico and to place it at the top of the world tourism ranks.

Evidence of this is Mexico's presence as official partner country in the world's leading fair of the industry.

Also, David Ruetz, President of ITB pointed out, while referring to Mexico's participation in the fair: "has never been a similar event in the history of the ITB". The global tourism industry, he held, "will never forget this event".

In the framework of ITB, in the German capital you can breathe Mexico, because of the large number of artistic and cultural activities taking place in different parts of the city, as well as the intense promotion of the various Mexican tourist destinations.

Created in 1966, ITB attracts each year up to 170 thousand representatives from this activity all over the world, including more than 11 thousand companies, of which 8,250 are from around the world.

For five days, from March 4<sup>th</sup> to 9<sup>th</sup>, Berlin is the meeting point of 180 countries that interact under one roof, through representatives from all areas of the tourism industry: tour operators, airlines, hotels, tourism destinations offices, car rentals.

Mexico has participated 45 times in ITB, and this time was elected the Official Partner Country. This is a clear sign of the importance of our country within the tourism world.

As the partner country, Mexico aligns the activities of the international fair and has, among other responsibilities, to co-organize the opening ceremony as well as being the official image and having the responsibility to generate content in all mailings, newsletters, posters inside and outside the fairgrounds, brochures, catalogs exhibitors, social networks and official website.

Additionally, within the venue, the Mexico international promotion campaign,, Live it to Believe, is presented, showing Yucatán, Mexico City, Los Cabos, Cancun, Riviera Maya and Vallarta - Nayarit,, destinations which are also promoted by over 700 points in Berlin, Frankfurt and Munich.

During the opening ceremony it was presented exclusively for ITB the Vochol, a Volkswagen sedan completely decorated by Nayarit Huichol artisans, using beads of different colors. This piece of art (originally exhibited at the Museum of Popular Arts of Mexico) shows the synergy between Germany and Mexico.

In the lobby of the event, four main points were established with Mexican destinations (Tlaxcala, Riviera Nayarit, State of Mexico and Oaxaca).

