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For immediate release

ITE announces huge boost in sales for Ukraine Travel Show

With another six months of sales left before the exhibition opens, the Ukrainian Travel and Tourism exhibition, UITT, has already attracted a number of new destinations and has seen a significant increase in the number of local and international companies booking stands. This growth has prompted a move to a larger pavilion which will enable the show to expand further.

Now in its fourteenth year, UITT has grown steadily and is recognised by travel and tourism professionals as the main exhibition for the industry in Ukraine. The 2007 event was an enormous success and featured 850 companies from 58 countries and regions around the world. The next edition will take place in the International Exhibition Centre, Kyiv, on 26-28 March 2008.

In anticipation of the 2008 event, the organisers have announced a larger-than-average increase in interest from companies all around the world; the exhibition is already 29% larger than this time last year. Another significant boost is the inclusion of a number of new destinations, namely Czech Republic, Slovakia, Lebanon and Romania.

In 2008, the exhibition will move to the larger Pavilion 3, with a floor space amounting to 10,500 square metres, which will enable the show to continue its current rate of growth.

Event & Sales Director for UITT, Ms Maria Badakh, believes the increase in interest has been generated by a growing recognition of the huge potential in the Ukrainian travel and tourism market. She explains, "The rising number of Ukrainians taking holidays abroad, coupled with the growing number of inbound tourists, has created valuable opportunities for domestic and international companies. UITT has proved a profitable and timely promotional activity for such companies. We are particularly excited to be welcoming so many new destinations to UITT, a development that clearly reflects the trend towards more adventurous destinations among Ukrainian travellers."

Ends.

Notes to editors:

ITE Group plc is a leading organiser of trade exhibitions and conferences, with 150 events held annually in 14 countries. The company specialises in organising events in emerging and developing markets, in particular Russia, CIS, Eastern Europe, Turkey, China and Africa. ITE has a large network of local offices throughout these regions.

ITE's most well-known brands include MosBuild, MIOGE, MIMS, MITT, World Food Moscow, KIOGE, KazBuild, TransRussia and Moda UK.

For further information about ITE, please visit the website: www.ite-exhibitions.com

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