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ITB Supply a continuing success story

Wednesday, February 28, 2007

With its **ITB Supply section** the ITB Berlin is acknowledging the growing importance of the supply sector. Following the successful launch of ITB Supply last year this exhibition has now become firmly integrated as a regular feature of the ITB Berlin.

This year 33 exhibitors from nine countries will be attending, with a multi-faceted range of products for the tourism sector. These include hotel installations and guest supplies, equipment for wellness areas and leisure facilities, communication technology/TV/internet, airline fashions, promotional items, direct advertising, signs/name tags, marketing/PR, bicycle concepts and transfer services.

One of the highlights is being presented by the company A3M - Tsunami Warning Institute from Tubingen. The Tsunami Alarm System means that in future travellers can visit the seashore without having to worry about their safety. Anyone who is registered will receive the live-saving warning messages on their cell phones in good time and at any point in the world. This service has received the European ICT (Information and Communications Technology) Prize, which is awarded by the European Commission for innovative products with a great potential in the IT field.



Moreover, there will be innovations by the companies supplying hotel fittings and installations, for business travelers and many other suppliers within the tourism & travel industry.



Michael Verikios - Wednesday, February 28, 2007



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
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



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


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