



IT&CM CHINA 2012 LARGER THAN EVER

Event to also deliver high educational content

BOOTH SALES FOR IT&CM CHINA 2012, TAKING PLACE 17-19 APRIL IN SHANGHAI, HAVE CONCLUDED WITH THE EVENT BOASTING A 30% LARGER EXHIBITION SHOWCASE. MORE THAN 300 INTERNATIONAL AND CHINESE EXHIBITING COMPANIES WILL FILL EXHIBITION SPACE AMOUNTING TO OVER 6,000 M².

The larger exhibition showcase has been attributed primarily to new participants. Some 50 new international and domestic exhibiting companies, covering over 25% of the total IT&CM China 2012 showcase, will offer buyers fresh procurement opportunities. First-time exhibitors include, among many others, Ningbo Tourism Administration, Government of Dubai, Department of Tourism and Commerce Marketing, Jeju Convention & Visitor Bureau, Switzerland Tourism and Geneva Convention Bureau and Turkish Embassy Culture and Information Section.

Meanwhile, the event also sees an increase in returning exhibitors' booth sizes on both the domestic and international front. While China's own Sanya Tourism Bureau have affirmed their confidence in the event with a 20% increase in their destination pavilion, other returning destinations such as Seoul are also seeing the value of investing in a dedicated pavilion of their own. For the first time, Seoul is participating at IT&CM China 2012 with a dedicated 84 m² pavilion. They have previously exhibited within the Korea pavilion.

In addition, other returning exhibitors include Hangzhou Tourism Promotion

Center, Meetings and Exhibitions Hong Kong - a division of Hong Kong Tourism Board, Info Salons, Japan National Tourism Organisation, Kempinski Hotels, Korea Tourism Organisation, Macau Government Tourist Office, Melia Hotels International, Malaysia Convention and Exhibition Bureau, Shanghai Municipal Tourism Administration, Thailand Convention and Exhibition Bureau, Wuzhen Tourism... and many more!

The confidence of both new and returning exhibitors to IT&CM China 2012 reaffirms IT&CM China as the leading international MICE event in China - a choice business platform for both international and Chinese industry players to seek outbound, inbound and domestic opportunities.

The show's expansion in terms of numbers and its global footprint is mirrored in its buyer delegation, as IT&CM China 2012 draws participating interest from a host of new countries. International Buyer registrations have crossed the 400 mark, with representation from first-time participating countries, Czech Republic, Denmark and Morocco. First-time buyer Michael Packford, CEO of The Packfords Group - EVENTWORLD shared:

'The one aspect of IT&CM China 2012 I am most looking forward to is acquiring product knowledge and business contacts to further develop into the China MICE market. I believe that IT&CM China has clearly established itself as China's premier exhibition for the MICE industry and is dedicated to promoting the best of China to the world market.'

With a new venue, IT&CM China 2012 will be supported by a fresh line-up of 4 official hotels, namely Gran Melia Shanghai, InterContinental Shanghai Expo, Marriott Shanghai Luwan and Sheraton Shanghai Hotel and Residences, Pudong, all conveniently located at close proximity to the exhibition venue and will serve as the accommodation for all hosted buyers and media.

In addition, IT&CM China's strategic alliances with leading international and local MICE organisations - such as Shanghai Municipal Tourism Administration (SMTA), Canadian Society of Association Executives (CSAE), Australian Society of Association Executives (AuSAE), Global Business Travel Association (GBTA) and International Congress and Convention Association (ICCA) - to deliver educational and networking content, will contribute to a compelling programme.

For more information, please visit www.itcmchina.com