



IT&CM China 2010 Newsletter | Vol. 4 | Issue 3 | 7 Jan 2010

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Buyers Ready To Buy At IT&CM China 2010

International buyers hungry for China destination, while Chinese buyers look for fresh destination ideas

China continues to be a choice destination for international buyers at IT&CM China.

"China offers a lot of variety in terms of venue and attraction options. It also ranks high as a cost effective destination especially when companies are still prudent in their incentive budgets."

CORPORATE BUYER
 of an **AMERICAN MNC**

Here for the first time to IT&CM China 2010, a **corporate buyer** of an **American Multinational Corporation (MNC)**, who had organised an increased number of incentive groups to China in 2009, expects demand for China to remain buoyant in 2010. *"China offers a lot of variety in terms of venue and attraction options. It also ranks high as a cost effective destination especially when companies are still prudent in their incentive budgets."* explains the corporate buyer, who is looking forward to meeting with airlines, hotels & resorts, team building companies and destination management companies (DMC) during the upcoming show.

Other international attending buyers like **Jerzy Stejskal of Tui Centrum Podrozy – Unitour Travel Agency, Poland**, have identified adventure & incentive travel suppliers, transport companies, convention and exhibition venues, attractions and spas as the key suppliers they hope to meet.

Chinese buyers on the other hand are keeping their options open with countless of world-wide destinations to choose from. **Zhang Tian from China International Travel Service-Beijing** has destinations from all over the globe – from Japan and South Korea in Asia, Italy and Spain in Europe, USA and Canada in the Americas, Egypt and Turkey in the Middle East to Fiji



7 - 9 April 2010
ShanghaiMart Expo
Shanghai, China

IT

in the Pacific – in her shopping list. “We just hope to find fresher destination options including attractions, hotels, venue and package options for social events such as weddings, or any other products and services to satisfy our clients.”

With buyers at IT&CM China ever ready to do business and search for new leads, this 2010 show is a definite must-attend for all sellers to capitalise on the flourishing MICE market in China!



“We just hope to find fresher destination options ... to satisfy our clients.”

ZHANG TIAN
CHINA INTERNATIONAL
TRAVEL SERVICE -
BEIJING

Be Part Of This Only MICE Event In China That Brings You Both International and Chinese Buyers To One Location

**Register Your Attendance At
IT&CM China 2010 Now!**

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Speakers' Corner

A glimpse at the speakers line-up at IT&CM China 2010



Keynote Address

Empower Your People and Business with the Art of War | Sun Tzu says: “To win without fighting is the supreme strategy.” Catch **Khoo Kheng-Hor, Speaker & Author of Stirling Training & Management Consultants** in this inspiring and practical keynote, that will explore and apply the war strategies of China’s famous author who lived between 544-496 BC in today’s modern business and management. Be armed with strategic weapons to gain new directions and energy to push for a higher level of

performance.

Date: 7 April 2010, Wednesday
Time: 1430 to 1515hrs

ORGANISED BY



IT&CM China Seminar 1A
**Strategic Solutions for Destination
Marketing in Today's Environment**



LOCAL HOST



OFFICIAL HOTEL



ENDORISING & SUPPORTING ASSOCIATIONS



Site | China



OFFICIAL MEDIA



Marketing in Today's Environment | Join topic experts, such as **Suprabha Moleeratanond, Chairperson of AACVB**, to learn and share what it takes to achieve successful destination visioning, marketing and management in today's competitive and challenging environment. Come share your thoughts on how CVBs can work together with industry partners to achieve success in promoting their destinations and drawing MICE business.

Date: 8 April 2010, Thursday
Time: 0830 to 0930hrs



IT&CM China Seminar 1B Exploring Virgin Markets | What do successful companies like Apple, Cirque de Soleil and Air Asia have in common? Find out from **Michael Lum, Trainer & Author of HardKnocksCollege.com** how these innovative companies create new market space or 'Blue Ocean' where competition is made irrelevant rather than competing in

an existing industry. Learn what is involved in breaking away from the mindset to hit upon uncontested space in the marketplace to bring high growth and profitability for your customers and company.

Date: 8 April 2010, Thursday
Time: 0830 to 0930hrs



IT&CM China Seminar 2B From Crisis to Recovery – Are the Worst Times the Best Times? | With the rallying stock markets, declining unemployment rates and returning consumer demand, are happy days here again? **Brett Henry, Vice-President, Marketing of Abacus International** shares his views on the uncertainties and concerns regarding the resilience of the economic recovery and the vital role that business travel and events industry can play in this recovery process. He'll also give his take on strategies for coping, recovering and overcoming crises situations.

Date: 9 April 2010, Friday
Time: 0830 to 0930hrs

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