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CIBTM Postponed, IT&CM China Roars Ahead

An excerpt from TTG TravelHub Daily News 6 Dec 2007

Incentive Travel & Conventions, Meetings (IT&CM) China will be the only professional MICE show in China next year in the wake of the postponement of the China Incentive Business Travel & Meetings Exhibition (CIBTM) by its organiser, Reed Travel Exhibitions (RTE).

[Read full report here.](#)

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Exhibition Space Running Out Fast!

The stage is set for another successful showing of IT&CM China when it returns in April 2008. Nearly 80 per cent of the 6,200 sqm gross exhibition space at ShanghaiMart Expo has been booked, almost a 50 per cent jump from the 4,000 sqm at the inaugural show.



IT&CM China has garnered strong interest from international and leading Chinese players in the MICE industry, with about 90 per cent of bookings from returning exhibitors of the maiden show.



Strong support from national tourism organisations is also expected in the form of exhibiting country pavilions from Hawaii, Hong Kong, Macau, Malaysia, Monaco and Singapore, amongst several other Asian countries.



Corporates which have confirmed their participation include Asian Trails, Hong Kong Disneyland Resort, HRS Consulting, Shanghai World Financial Center, TUI, and hotel chains such as the Accor Group, Banyan Tree, Dusit International, GHM, Hilton Hotels, Intercontinental Hotels

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Book Your Space

Leverage on the IT&CM China platform to explore exciting business opportunities, generate new sales leads and strengthen business partnerships with existing clients!

[Click here for the latest list of exhibiting companies](#)

[Download Space Application Form](#)

About the Venue - ShanghaiMart Expo



ShanghaiMart Expo is located in the Shanghai Hongqiao Economic & Technological Development Zone and surrounded by many excellent hotels, commercial buildings and convenient transportation links. As one of the leading exhibition centres in Shanghai with a total of

37,000 sqm of pillarless exhibition space and multi-functional convention facilities, ShanghaiMart Expo is an ideal venue for a variety of trade events.

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What's In It For MICE Professionals

IT&CM China's pre-event matchmaking of buyers and sellers, encompassing exhibition, informational seminars and social networking functions provide MICE practitioners with a fruitful and rewarding experience at the event.

Social Functions & Tours:

- ◆ [Golf Game at SunIsland Golf Course](#)
- ◆ [Pre-Show and Post-Show Tours](#)

New at IT&CM China 2008!

◆ Future Leaders Forum (FLF)



IT&CM China 2008 will see the debut of the FLF, a full-day programme for students pursuing degrees in meetings and events management, tourism- or hospitality-related studies. A joint collaboration between IT&CM

China and IMEX, the FLF aims to encourage the best and brightest students to enter the MICE industry. Through a series of presentations and insights shared by industry veterans, FLF will give students the chance to identify future career paths, and also increase their practical knowledge and enhance their understanding of the industry from a global perspective.

◆ TTG China Travel Awards

The inaugural TTG China Travel Awards, a prestigious award ceremony which will take place alongside IT&CM China 2008, will honour top

Shanghai Municipal
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which will take place alongside IT&CM China 2008, will honour top performing travel and tourism organisations whose significant contributions have helped shaped China's industry. Awards will be given in various sectors covering airlines, hotels and resorts. Winners will be determined by votes cast by TTG readers across China and Asia Pacific in a voting campaign. Organised by TTG Asia Media, the TTG China Travel Awards is a spin-off from the highly acclaimed annual TTG Travel Awards which has been honouring star industry players across Asia Pacific since 1989.

◆ China Top 10

Commissioned by TTG and conducted by Euromonitor International, the China Top 10 study will recognise various travel and tourism organisations that have made it into the China Top 10 rankings in 2008. Unlike the TTG China Travel Awards which determines winners based on votes, China Top 10 seeks to rank organisations based on their revenue and business performance from the previous year.



[Click here for the latest IT&CM China 2008 programme.](#)

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Buyers & Media Hosting

The Buyer and Media Hosting Programmes offer the following benefits and privileges:

- ◆ Complimentary return economy class air ticket (Fully-hosted buyers and media only)
- ◆ Complimentary 4/5 nights' hotel accommodation during the event
- ◆ Buyer/media badge to exhibition
- ◆ Pre-Scheduled and On-site Appointment sessions with exhibitors (for buyers only)
- ◆ Entry to seminars and workshops
- ◆ Entry to all official events and functions
- ◆ Pre-show city tours
- ◆ Registration for post-show tours at special rates



[Buyer Hosting Programme Online Registration](#)

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