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IT&CM China 2008 will see a record number of more than 200 exhibiting companies when it opens on 9 April in Shanghai. Many educational and social activities have been lined up, such as the morning seminars, hosted luncheons, a friendly golf game and pre-show and post-show tours.

**Some of these activities do require registration** and we encourage you to log on to our official website, [www.itcmchina.com](http://www.itcmchina.com), to register immediately to avoid disappointment.

We look forward to welcoming you to IT&CM China in Shanghai this April!

## Engaging Keynote Address and Informative Seminar Sessions



The first-ever keynote address for IT&CM China - "Ubertrends in the World's Most Amazing Economy" - will be delivered by visionary trend-spotter, Mr Michael Tchong. Serial entrepreneur and founder of the next-generation marketing services company, Ubercool, Tchong will shed light on topics related to the development of China into the 'world's most amazing economy'.

Other seminar topics will include exciting insights into opportunities and challenges of China's MICE market. The sessions will further illustrate how China is emerging as a worthy destination for international events. Experts will also share tips on talent recruitment and retention, project management for events, and other skills relevant and important for MICE industry professionals.

[Click here for detailed programme.](#)

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## Event Highlights

[Future Leaders Forum](#)



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This is a full-day programme designed to give China's top tertiary students a better understanding of the industry and groom them to enter the field in the near future.

### [Opening Ceremony and Welcome Reception](#)

Expect an evening of fine food and good company at the IT&CM China Opening Ceremony and Welcome Reception. The results of the second China Top 10 study conducted by Euromonitor International will also be announced. This event will be held at Four Points by Sheraton Shanghai, Daning and is co-hosted by The Venetian Macao-Resort-Hotel.

Other Social Functions & Special Events that have been lined-up (click on each link for more information):

- [Golf Game](#)
- [Hosted Luncheons](#)
- [China Top 10](#)

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## Hosted Luncheon by MasterCard Worldwide



Come join us for lunch and hear how your company can benefit from MasterCard's award-winning Corporate Payment Solutions.

Attend in person, ask for more information, or nominate a colleague to attend the seminar. Whatever it is, ACT NOW!

### Who should attend the luncheon:

1. TMCs and DMCs, MICE organisers, event

planners

2. Corporate travel managers, HR/Admin managers, procurement and finance managers

**Limited seats available on a first-come first-serve basis.**

Date: April 10th, 2008

Time: 12.30pm to 1.30pm

Venue: Sheraton Shanghai Hongqiao Hotel Ballroom

For more information, email [ask@mastercard.com](mailto:ask@mastercard.com)

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## Tee-off With Us at Shanghai's Top Golf Course



Delegates are invited to show off their swing at the SunIsland Golf Course, voted as Shanghai's No. 1 golf course. Registration is on a first-come-first-served basis, so sign up now!

Date: 8 April 2008, Tuesday

Time: 1100-1700hrs

Venue: SunIsland Golf Course

\* Two-way transportation will be provided from Sheraton Shanghai

## Contact Us

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Two-way transportation will be provided from Sheraton Shanghai Hongqiao Hotel.

[Click here to download the Golf Game registration form.](#)

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## Pre-show City Tours



Experience Shanghai with IT&CM China 2008. Enriching visits to Huangpu River, the Bund, Xintiandi, Yu Yuan Garden and more have been lined up.

[Click here for pre-show tours information and registration.](#)

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## Post-show Familiarisation Tours



Delegates will have the opportunity to visit scenic Chinese cities of **Hangzhou** and **Dalian** and experience the beauty of **Seoul**, Korea!

[Click here for post-show tours information and registration.](#)

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## Useful Info for Planning Your Trip

[Invitation Letter for Visa](#)

[Official & Supporting Hotels](#)

[Airport Transfers](#)

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