



IT&CM China 2010 Newsletter | Vol. 4 | Issue 2 | 7 Jan 2010

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## Sellers Give IT&CM China 2010 Buyers Reasons To Buy China

*Such as excellent venue options, unique properties and higher buyer commissions, amongst others*

With just less than 4 months to IT&CM China in bustling Shanghai, sellers are more than ready to welcome buyers into China with a host of reasons to get them intrigued about.



*"Kaiyuan's 24-hour conference services give clients the assurance in our commitment and ability to provide a complete and seamless experience."*

MR GAN, VICE PRESIDENT  
**NEW CENTURY HOTELS & RESORTS**

When it comes to selecting MICE venues, buyers are spoiled for choice, with both Chinese and International hotel chains vying for their attention. China's largest private-owned hospitality group – **New Century Hotels & Resorts** offer MICE organisers 30 hotels across the country in key commercial and tourist cities such as Beijing, Shanghai, Changchun, Hangzhou, Ningbo, Shaoxing, Taizhou, Wenzhou, Qiandao Lake, Lishui, Xuzhou, Kaifeng, Chengdu to choose from. "Our Kaiyuan brand of hotels embodies standards of service that perfectly integrate oriental culture and international benchmarks." emphasizes Mr Gan, Vice President of the group.

On an international note, Sharon Lee, Area Vice President Sales Asia Pacific of **Meliá Hotels & Resorts**, raves that "Meliá's comprehensive suite of properties is well-diverse to cater to different buyer

*needs, with each property having something unique to offer."* Grand Meliá Shanghai for example is the first Latino style luxury hotel of its kind in China to be managed by a leading European hotel group. With scenic views of the Bund and Oriental TV Tower to boast, the hotel is desirably located in the prestigious economic zone in Shanghai.

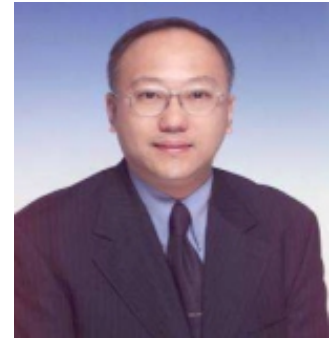


7 - 9 April 2010  
ShanghaiMart Expo  
Shanghai, China

Other international corporate sellers like **Millennium & Copthorne (M&C)** is looking to woo incentive, conference, events and meetings organisers and planners with the bonus of higher commissions in addition to their special MICE package rates.

Accommodation options aside, buyers at IT&CM China can also look forward to meeting with airlines, incentive travel suppliers, convention & exhibition venues, cruise lines, spas, attractions, tour operators, as well as state tourism organisations like **Hangzhou Tourism Commission** who are more than happy to share the unique destination traits of the city that can help make their buyer's event all the more memorable.

With China continuing to soar in popularity as a MICE destination, buyers cannot afford to miss out on this buying spree at IT&CM China 2010!



*"We'll give you even more with an unprecedented 10% plus additional 3% commission, offered for select meeting packages booked with any of the M&C hotels in China."*

CHARLES LAI,  
VICE PRESIDENT -  
SALES & MARKETING,  
GREATER CHINA,  
**MILLENNIUM & COPTHORNE**

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

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

**Hosted  
BUYER**

**Hosted  
MEDIA**

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### **Pre-Show City Tours**

No trip to Shanghai is complete without a tour of the city's famous landmarks:

- The ancient water town of Zhujiajiao
- Night cruise on the Huangpu River
- Lupu Bridge climb (with bird's eye views of the Expo Site)

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Zhujiajiao



Huangpu River



Lupu Bridge



Expo Site

Organised **EXCLUSIVELY** for **International Buyers and Media only**, the following city tours are timed without interruption to your business schedule at IT&CM China:

### **6 April (Tuesday)**

Morning Program: Tour of the Ancient Water Town of Zhujiajiao.

Lunch at Zhujiajiao included. **NEW TOUR**

Tour length: 5 hours [start: 0950 end: 1500]

Evening Program: Huangpu River Night Cruise.

Dinner at a local restaurant included.

Tour length: 3.5 hours [start: 1900 end: 2230]

### **7 April (Wednesday)**

Morning Program: Lupu Bridge Climb to enjoy

a bird's eye view of the Expo Site. **NEW TOUR**

Tour length: 2.5 hours [start: 0900 end: 1130]

All pre-show city tours are sponsored by Shanghai Municipal Tourism Administration (SMTA) and managed by Shanghai International Conference Management Organization.

Spaces are LIMITED!

**Sign Up For The Tour Here**

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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**

**IT&CM China Seminar 1A**



**Strategic Solutions for Destination 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**

**[View More Speakers And Their Biography](#)**

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