

# CHINA

The Next MICE Powerhouse

中国 - 强力崛起的商务会奖旅游生力军

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IT&CM China 2009 | 15 - 17 April 2009 | ShanghaiMart Expo | www.itcmchina.com

## Third presentation of MICE tradeshow concludes on a positive note

IT&CM (Incentive Travel & Conventions, Meetings) China 2009 featured a series of fresh and exciting business, networking and learning opportunities for more than 2,000 participants. Held from 15 to 17 April 2009 at ShanghaiMart Expo, the exhibition spanned some 6,200 square metres. It featured over 200 exhibiting companies and organisations from 20 countries. The IT&CM China business matching appointments also matched exhibitors with some 300 quality buyers from 32 countries, half of whom were from China.

Despite the global financial downturn, China's travel industry continues to provide a leading-edge business platform for the international and local MICE (Meetings, Incentives, Conventions, Exhibitions) players, and by 2020, China is expected to attract more than 137 million overseas business travellers, or 8.6 per cent of the world's international travel market. Hence, the country presents very exciting long-term prospects for the MICE industry.

When asked how IT&CM China differentiated itself from other similar shows in China, Darren Ng, Managing Director of TTG Asia Media, said, "One of the reasons for our success is that the format of the show differs from other trade exhibitions in China. Our show is a focused trade event targeting the China market with pre-scheduled business appointments between pre-qualified Chinese buyers and sellers as well as those from the international front."



China-based experts to share with delegates the inner workings and challenges of the MICE industry.

Apart from business meetings and educational seminars, social functions and special events also took place in IT&CM China 2009. These included a friendly golf game at Shanghai's top golf course, the SunIsland Golf Course; and exclusive Opening Ceremony and Welcome Dinner, themed 'Around the World', at Renaissance Shanghai Zhongshan Park Hotel.

There were hosted networking luncheons by Meetings & Exhibitions Hong Kong (MEHK), the Venetian Macao-Resort-Hotel and Marina Bay Sands. In addition, delegates experienced the beauty and hospitality of China through pre- and post-show tours to Shanghai, Dalian and Hangzhou. They were organised by Shanghai Municipal Tourism Administration, Dalian Travel and Tourism Bureau and Hangzhou Tourism Commission respectively.

Sylvia Phua, Chief Executive Officer of MP International, said, "When we first introduced the show, the concept of 'MICE' was new to the Chinese. Through much promotion, education and networking before and during our show, we managed to enhance greater understanding and awareness among local industry players. As a result, this has increased IT&CM China's recognition and stature. We are confident of delivering an even better show in 2010."

### The vibrant mix of activities

IT&CM China 2009 has helped equip industry players to increase their footprint in the world's third largest economy. With China emerging as the next MICE powerhouse, the organisers ensured participants did not miss out on receiving key updates on the industry.

Dr George Zhibin Gu, commentator/columnist and author of China's Global Reach and China and the New World Order, delivered an informative keynote address, 'How China's Global Reach is Altering the World Map'. New IT&CM China trade seminars were also included in the power-packed programme for



IT&CM China will return to Shanghai from 7 to 9 April 2010 at ShanghaiMart Expo, with TTG Asia and MP International fostering their partnership for the fourth successive run. For details on IT&CM China 2010, please visit [www.itcmchina.com](http://www.itcmchina.com).





# Opening Ceremony and Welcome Dinner

## 'Around the World' in one magnificent night

Delegates were treated to a spectacular fanfare of truly global entertainment at the Opening Ceremony and Welcome Dinner held at the Renaissance Shanghai Zhongshan Park Hotel on 15 April 2009.

From traditional Chinese music pieces, rhythmic African drums and dances, passionate Cuban and Puerto Rican salsa dances, to upbeat North American breakdances, guests were transported to various parts of the world with the unique performances held throughout the evening.

Invited guests who officiated the opening ceremony included Mr Shen Shan Zhou, Vice-Chairman, Shanghai Municipal Tourism Administration (SMTA), Mr Huang Guorong, Vice Chairman and Secretary General, Shanghai Tourism Trade Association (STTA) and Mr Gong Weigang, Vice Chairman and Secretary General, Shanghai Convention & Exhibition Industries Association (SCEIA).



## Hosted Luncheons

### MICE venues from Hong Kong, Macao and Singapore sparkle

Meetings & Exhibitions Hong Kong (MEHK), The Venetian Macao-Resort-Hotel and Marina Bay Sands hosted luncheons for buyers and media on 16 and 17 April 2009 respectively. Some 400 delegates had the opportunity to network with fellow industry players, whilst gaining valuable information on the new offerings from the venue owners who hosted the luncheons.



## Keynote Address & China Trade Seminars

### Gaining insight into China

The keynote address for 2009 was delivered by Dr George Zhibin Gu, commentator/columnist and author of China's Global Reach and China and the New World Order. He offered an insightful and significant view of how a fast-developing China is impacting the world.

A new series of daily IT&CM China trade sessions were also added to the programme to help delegates understand the inner workings of the MICE industry in the face of recent challenging business environment.

Below are the other speakers who shared their expertise and views at IT&CM China 2009 seminars:

- Albert Ng, CEO & Co-Founder of *Wild China*
- Frankie Gao, General Manager/Director, *MCI - Shanghai Office*
- Nigel Collin, Speaker, Author & Facilitator on *Business Creativity*
- Roy Graff, Managing Director & Founder, *China Contact*
- Shlomi Ashkenazi, Director of Purchasing, *Kenes International*
- Thomas Zheng Daqi, Managing Director/Principal Consultant, *Beijing Talent Power Consulting*
- Ella Bee, Marketing Director, *Costa Crociere Pacific Asia Operation*



George Gu



Shlomi Ashkenazi



Ella Bee



# Key Statistics from 2009

## DELEGATES

TOTAL REGISTERED DELEGATES 2,000

## EXHIBITORS

TOTAL NUMBER OF EXHIBITING COMPANIES 202

TOTAL NUMBER OF EXHIBITING COUNTRIES 20

## BUYERS

TOTAL NUMBER OF BUYERS 300

TOTAL NUMBER OF COUNTRIES REPRESENTED 32

## MEDIA

TOTAL NUMBER OF MEDIA 83

TOTAL NUMBER OF COUNTRIES REPRESENTED 21



"It is rare to see a MICE show in China with the presence of such highly-qualified MICE suppliers and buyers. We see great potential in this show and Travel World is exploring a long-term relationship with the organisers. Meanwhile we are pleased to introduce this show to our MICE clients from all over the world."

**Yu Lin**, *Travel World China, China*

## Quotes from Buyers, Sellers, Media

Delighted delegates share their best moments at IT&CM China 2009

"My attendance was very fruitful as I got to meet and make contact with DMCs and travel agents beneficial for the groups I organised."

**Adrienne Macrina Queenie Borromeo**,  
*Grand Holidays Travel & Tours Inc,*  
*The Philippines*



"I have attended IT&CM China for three years and it is getting better each year. I have great success at this event and it is a must-attend event for me."

**Xie Jindi**, *China Travel Service of Xiamen, China*

"I thank IT&CM China for giving me the opportunity to have so much accomplished! The event has saved me both time and money. I signed a contract for an event in Singapore, got some great ideas on possible replacement sites for an event that we had to move from another destination and conducted great research on locations, properties and DMCs in China."

**Kevin Mead**, *IGAF Worldwide, USA*



"IT&CM China is an effective way to touch base with our clients from China and the rest of the world and provide product updates. It is a good platform for creating awareness among industry players."

**Paul Stocker and Soh Moi Ling**, *Marina Bay Sands, Singapore*

"IT&CM China is so well-organised that both exhibitors and buyers can leverage on this event to get right down to business and achieve greater ROI. We are very satisfied with our participation at this show."

**Martin Ma**, *C&D Tourism and Hotels, China*



Opening Ceremony and Welcome Dinner

## Moments to remember

The IT&CM China 2009 photo gallery is available online at [www.itcmchina.com](http://www.itcmchina.com)



Networking Lunch



Chinese Music Performance



Friendly Golf Game



Seminar Session



Business Meetings

# IT&CM China 2010 Tentative Programme

DATE/DAY/TIME	EVENT
<b>7 APRIL 2010, WEDNESDAY</b>	
0830 – 1700hrs	Exhibitors, Buyers & Media Registration
0900 – 1300hrs	Morning Pre-Show City Tour
0900 – 1700hrs	Booth Set Up
1100 – 1200hrs	IT&CM China 2009 Official Press Conference
1430 – 1515hrs	Keynote Address
1515 – 1530hrs	Briefing for Exhibitors & Buyers
1530 – 1600hrs	Coffee Break for Buyers
1600 – 1700hrs	Sellers-Meet-Buyers Appointment Scheduling Session
1830 – 2100hrs	Opening Ceremony and Welcome Dinner
<b>8 APRIL 2010, THURSDAY</b>	
0830 – 0930hrs	IT&CM China Seminar 1A IT&CM China Seminar 1B
0900 – 1700hrs	IMEX-MPI-IT&CM China Future Leaders Forum 2009
0930 – 1000hrs	Buyers-Meet-Sellers (BMS) Session
1000 – 1200hrs	Exhibition & Appointment Sessions
1000 – 1700hrs	Trade Visitors Registration
1230 – 1330hrs	Hosted Luncheon
1400 – 1445hrs	Trade China Seminar 1
1445 – 1530hrs	Trade China Seminar 2
1410 – 1730hrs	Exhibition & Appointment Sessions
<b>9 APRIL 2010, FRIDAY</b>	
0830 – 0930hrs	IT&CM China Seminar 2A IT&CM China Seminar 2B
1000 – 1700hrs	Trade Visitors Registration
1000 – 1045hrs	Trade China Seminar 3
1045 – 1130hrs	Trade China Seminar 4
0940 – 1200hrs	Exhibition & Appointment Sessions
1230 – 1330hrs	Hosted Luncheon
1400 – 1700hrs	Exhibition & Appointment Sessions

## Exhibiting Rates for 2010

Make your presence felt at the only international MICE show in China. Enjoy early bird rates when you submit your space application form by **31 July 2009**.

	NORMAL RATES	EARLY BIRD RATES (REGISTER BY 31 JULY 2009)
RAW SPACE	US\$480 per sqm	US\$420 per sqm
SHELL SCHEME	US\$510 per sqm	US\$480 per sqm

The above listed rates are not inclusive of US\$500 registration fee. Visit [www.itcmchina.com](http://www.itcmchina.com) or email [itcmchina@ttgasia.com](mailto:itcmchina@ttgasia.com) for more information.

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