

HEADLINES 头条新闻

Bridging the Global MICE Business
打造全球MICE商业的合作桥梁

IT&CM
INCENTIVE TRAVEL & CONVENTIONS, MEETINGS
China
中国(上海)国际奖励旅游
及大会博览会



IT&CM China 2010 | 7 - 9 April 2010 | ShanghaiMart Expo | www.itcmchina.com

Vol.4 | No.1 | November 2009

BRIDGING THE GLOBAL MICE BUSINESS AT IT&CM CHINA 2010

THE potential of the global MICE (Meetings, Incentives, Conventions, Exhibitions) industry is evident. Statistics indicate a total of 400,000 conferences and exhibitions are organised worldwide every year, with a total outlay of US\$280 billion. [Source: International Congress & Convention Association (ICCA)]

As the meetings and incentive travel industry continues to enjoy strong growth, China has emerged as one of two countries in Asia with tremendous showing on the global MICE stage. The staging of mega events like the Beijing Olympics in 2008 and the Shanghai World Expo in 2010, has put the country on the world map as a choice MICE destination, and major Chinese cities have become increasingly popular options for international and local companies.

IT&CM China will return once again to Shanghai in 2010, with its winning success formula for MICE industry players. To be held at ShanghaiMart Expo from 7 to 9 April 2010, the show will serve as a preview to World Expo 2010, which opens from May 1, in the grand city of Shanghai. Both international and local MICE players are expected to converge there, generating unprecedented business opportunities and bridging global MICE activities in one location.



"We are confident that IT&CM China 2010 will be our best show yet. With various business activities expected to take place in the lead-up to World Expo, it will not only boost the MICE industry in China, but globally as well," said Darren Ng, Managing Director of TTG Asia Media.

Country pavilions, including Macau, Singapore, Hong Kong, Japan, Korea, Malaysia, Thailand and Hawaii, and corporate exhibitors, such as Kempinski

S.A. and World Hotels, are returning to exhibit in the 2010 show. Also expected to debut at the coming show is the New Century Hotels & Resorts, China's largest private-owned hospitality group and one of the top 20 hospitality groups in country.

World Expo 2010 to boost China MICE activities

The World Expo in 2010 is an added buzz to the already flourishing China MICE industry. Some 238 international organisations and countries from around the world have confirmed their participation as of May 2009, and an estimated 70 million international and local visitors are expected to descend on the cosmopolitan metropolis over the 184-day Expo, which starts 1 May.

MICE activities are expected to increase with the throngs of international visitors attending the World Expo extravaganza. Businesses should maximise the opportunities prior to, during, and post-World Expo to boost and reinforce their presence in the Middle Kingdom.

To cater to the anticipated increase in visitor arrivals, detailed plans have been implemented in the host city of Shanghai. Hotels are also gearing themselves to meet the increased demands with over 500 star-rated hotels and 4,000 non-star rated hotels to provide up to 500,000 beds by 2010. [Source: Shanghai Municipal Tourism Administration International Tourism Promotion Department]



"Shanghai will be the place for MICE players in 2010. With a US\$586 billion stimulus programme to jumpstart a fast-cooling economy, which in turn could add some buzz to the corporate travel market, the future for this industry looks very promising. We urge everyone to

mark their calendars as IT&CM China 2010 makes its return to Shanghai," said Sylvia Phua, CEO of MP International.

Organisers of IT&CM China - TTG Asia Media and MP International - are in their fourth successive year of partnership, as the show continues to receive industry support from Shanghai Tourism Trade Association (STTA), Shanghai Convention & Exhibition Industries Association (SCEIA), International Association of Professional Congress Organisers (IAPCO), Pacific Asia Travel Association (PATA), International Congress & Convention Association (ICCA) and Society of Incentive Travel Executives - China and Hong Kong Chapters (SITE).

For more updates, please visit www.itcmchina.com.

IT&CM CHINA 2010 EVENT PROGRAMME (as at 5 November 2009)

DATE / DAY	TIME	EVENT
6 APRIL 2010 TUESDAY	0900 – 1700hrs	Morning Pre-Show City Tours
	1030 – 1800hrs	Exhibitors, Buyers & Media Registration Exhibition Hall Lobby, Level 1, ShanghaiMart Expo
	1030 – 2100hrs	Booth Set Up (Special Design only) Exhibition Hall, Level 1, ShanghaiMart Expo
	1100 – 1700hrs	IT&CM China Golf Game (Registered Delegates only) Sunsand Golf & Resorts
	1830 – 2130hrs	Evening Pre-Show City Tours
7 APRIL 2010 WEDNESDAY	0830 – 1700hrs	Exhibitors, Buyers & Media Registration Exhibition Hall Lobby, Level 1, ShanghaiMart Expo
	0930 – 1300hrs	Morning Pre-Show City Tours
	0900 – 1700hrs	Booth Set Up Exhibition Hall, Level 1, ShanghaiMart Expo
	1100 – 1200hrs	IT&CM China 2010 Official Press Conference (Registered Media only)
	1430 – 1515hrs	Keynote Address Sky Lobby, Level 7, ShanghaiMart Expo Empower Your People and Business with the Art of War Sun Tzu says: "To win without fighting is the supreme strategy." This inspiring and practical keynote 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. <i>Khoo Kheng-Hor, Speaker & Author, Stirling Training & Management Consultants</i>
	1515 – 1530hrs	Briefing for Exhibitors & Buyers Sky Lobby, Level 7, ShanghaiMart Expo
	1530 – 1600hrs	Coffee Break for Buyers Sky Lobby, Level 7, ShanghaiMart Expo
	1600 – 1700hrs	Sellers-Meet-Buyers Appointment Scheduling Session Sky Lobby, Level 7, ShanghaiMart Expo (Registered Buyers and Sellers only)
	1830 – 2100hrs	Opening Ceremony & Welcome Reception
8 APRIL 2010 THURSDAY	0830 – 0930hrs	IT&CM China Seminar 1A Strategic Solutions for Destination Marketing in Today's Environment Join a panel of experts to learn and share what it takes for successful destination visioning, marketing and management in today's competitive and challenging environment. How can CVBs work together with industry partners to achieve success in promoting their destinations and drawing MICE business?
	0830 – 0930hrs	IT&CM China Seminar 1B 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? While uncertainties and concerns regarding the resilience of the recovery still remain, how do you see the business travel and events industry playing a vital role in the recovery process? What can we learn from coping and recovery strategies for overcoming crises situations?
	0930 – 1700hrs	IMEX – MPI – IT&CM China Future Leaders Forum 2010
	0930 – 1000hrs	Buyers-Meet-Sellers (BMS) Session Exhibition Hall, Level 1, ShanghaiMart Expo
	1000 – 1200hrs	Exhibition & Appointment Sessions Exhibition Hall, Level 1, ShanghaiMart Expo
	1230 – 1330hrs	Hosted Luncheon
	1400 – 1445hrs	China Trade Seminar 1 The Nuts and Bolts of Event Management If you are trying to organise an event and feel stuck or overwhelmed, this is the place to ask questions and get answers, tips, tricks and advice. This useful seminar will cover the gamut of themes and topics, locations and venues, speakers and suppliers, scheduling and budgeting, logistics and evaluation. <i>Stefano Ritella, Director, HLD Events</i>
	1445 – 1530hrs	China Trade Seminar 2 Games Companies Play The big annual incentive trip is a great reward for top performers. But, does it effectively motivate all employees? Find out how companies use fun and frequent team building and morale boosting activities to keep their whole work force revved up year-round. An energising workshop full of motivational ideas and tips no one should miss! <i>Rhett Farber, General Manager, IWNC China</i>
1400 – 1730hrs	Exhibition & Appointment Sessions Exhibition Hall, Level 1, ShanghaiMart Expo	
9 APRIL 2010 FRIDAY	0830 – 0930hrs	IT&CM China Seminar 2A Labour Pains: Attracting and Retaining Skilled Manpower Attracting and keeping talent has become a major issue for the world's fourth-largest economy. Rapid growth in the travel and meetings industry as well as economic and social changes going on in China have spurred the skills shortage, resulting in high turnover of professional and support staff, higher salaries and excessive recruitment costs. An expert discusses the need for a more novel and viable approach to employee attraction and retention.
	0830 – 0930hrs	IT&CM China Seminar 2B Blue Ocean Strategy: Finding Your Turf and Creating Value What do successful companies like Apple, Cirque de Soleil and Air Asia have in common? Find out 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.
	1000 – 1600hrs	Trade Visitors Registration Exhibition Hall Lobby, Level 1, ShanghaiMart Expo
	1000 – 1045hrs	Trade China Seminar 3 Negotiation and Contracting: Getting the Best Deal A hands-on seminar on how to negotiate and contract with air, hotels, venues and other suppliers to leverage on a corporation's buying power with the objective of achieving mutual gains for both suppliers and buyers.
	1045 – 1130hrs	Trade China Seminar 4 New Wave of Event and Meetings Technology This session will uncover technology trends and tech tools that will transform and impact event or meeting planning. It will end with the opportunity to share your views, ask questions and learn from one other about how these will change our industry and affect us all.
	0940 – 1200hrs	Exhibition & Appointment Sessions Exhibition Hall, Level 1, ShanghaiMart Expo
	1230 – 1330hrs	Hosted Luncheon
1400 – 1700hrs	Exhibition & Appointment Sessions Exhibition Hall, Level 1, ShanghaiMart Expo	

KEYNOTE AND SEMINARS CONTINUE TO ENRICH DELEGATES' MINDS

Apart from the business and networking opportunities available in IT&CM China, the MICE tradeshow will continue provide an educational platform to all MICE industry professionals. The keynote address, IT&CM China Seminars and China Trade Seminars will set to help delegates be better equipped with the challenges in this ever-competitive business environment. The daily China Trade Seminars were introduced last year to allow delegates a better understanding on the inner workings of the MICE industry.



Keynote Address

EMPOWER YOUR PEOPLE AND BUSINESS WITH THE ART OF WAR

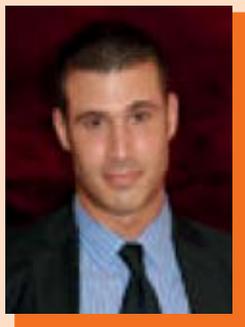
Khoo Kheng-Hor

Speaker & Author, Stirling Training & Management Consultants

IT&CM China 2010 keynote speaker, Khoo Kheng-Hor, is set to "suntzunise" delegates with his inspiring and practical address, on the application of the war strategies of Sun Tzu, China's famous author who lived

between 544-496 BC, in today's modern business and management. Adopt strategic weapons to push for a higher level of performance and achieve better success in your career.

A prolific author and internationally-acclaimed speaker, Khoo has published 27 business and management books, most of which are based on the 500 BC Sun Tzu's "Art of War", and four novels, one of which, "TAIKOR", has been nominated for the 2006 International IMPAC Dublin Literary Award.



China Trade Seminar 1

THE NUTS AND BOLTS OF EVENT MANAGEMENT

Stefano Ritella

Director, HLD Events

Ask events expert – Stefano Ritella – how you can get tips, tricks and advice in spicing up your next event in this useful seminar that will cover important points on successful event management. Ritella has built his experience in event management

field in Italy and China and is the Co-founder and Director of HLD Events, a Shanghai-based company that specialises in corporate events, exhibition management and associated business services.



China Trade Seminar 2

GAMES COMPANIES PLAY

Rhett Farber

General Manager, IWNC China

Find out how companies use fun and frequent team building and morale boosting activities to keep their workforce revved up year-round. A results-oriented Executive Management professional with over 25 years of experience in fast-paced international markets and seasoned negotiator (in both

Chinese and English language), Farber will be presenting this energising workshop full of motivational ideas and tips no one should miss.

AN INVITATION TO THE MICE EVENT OF THE YEAR

REGISTRATION FOR BUYER AND MEDIA HOSTING PROGRAMMES NOW OPEN!
www.itcmchina.com

Be selected for the IT&CM China Buyer or Media Hosting Programme and enjoy the following attractive privileges:

- Reimbursable return economy class air fare to/from Host Destination (Hosted Buyers and Media only)
- Complimentary 4/5* nights' hotel accommodation during the event
- Pre-Scheduled and On-site Appointment sessions with exhibitors (Buyers only)
- Entry to seminars and workshops
- Entry to all official events and functions
- Complimentary airport transfers and local coach transfers from Official/Supporting Hotels to Exhibition Venue and Official Events/Functions
- Complimentary Pre-Show City Tours
- Participation in Post-Show Tours at special rates

* Terms and conditions apply.



Buyer Hosting Programme

The IT&CM China hosted buyer programme is unique for its high percentage of Chinese buyers who hail from all parts of China. In 2009, over 50 per cent of the 300 buyers present were from China, while the remaining buyers came from 32 countries, including Europe, Asia Pacific, and North America.

Media Hosting Programme

If you are an accredited Editor/Journalist/Producer working for an acclaimed MICE printed publication and/or online media platform, you can register for the Media Hosting Programme today. Get the latest trade news and developments in China, one of the world's fastest growing regions.



SHOWCASE YOUR BEST

MICE suppliers from China and the world will have a dedicated platform to showcase their products and services to local and international buyers all under one roof. It is an excellent opportunity to feature new and diverse range of exciting destinations, products, services, itineraries and ideas.

Make your presence felt at the leading international MICE show in China.

RAW SPACE	US\$480 per sqm
SHELL SCHEME	US\$510 per sqm

The above listed rates **exclude** registration fee of US\$500.

Contact us today!

International sales: itcmchina@tgasia.com

China sales: sales-sh@mpinetwork.com



THIRD INSTALLMENT OF FUTURE LEADERS FORUM RETURNS

The highly successful IMEX-MPHT&CM China Future Leaders Forum returns to Shanghai in April 2010 for the third consecutive year. This Forum, held in conjunction with IT&CM China, is held throughout the world in 17 different countries and has attracted over 3,000 students since its launch in 2003.

Last year, 50 of some of the brightest Chinese students in Shanghai attended the Forum and learned from leaders in the meetings industry of the career opportunities in this rapidly expanding and vibrant industry. The students demonstrated their spirit of entrepreneurship and creativity through a number of challenges during the Forum. An exciting, contemporary and highly informative programme is already being drawn up with an excellent line-up of international speakers.



GET AHEAD WITH THE IT&CM CHINA ADVANTAGE

IT&CM China 2010 is the one-stop business and networking platform where international and leading Chinese players in the MICE industry gather to explore new opportunities and generate new business partnerships.

Engage

Through the online Pre-Scheduled Appointments (PSA) system, buyers and sellers will be able to select who they would like to meet based on their predetermined list of criteria and preferences. This allows participants to get right down to business, hold quality discussions with their selected counterparts, and achieve greater ROI from their attendance.

Connect

Key decision makers who are influential in the purchase process of MICE activities will be invited to attend IT&CM China. The hosted buyers programme will provide exhibitors and buyers the chance to network and exchange information on the latest products in the market. As our participant, you will be eligible to nominate the buyers whom you wish to meet at the event.

Explore

Get the most out of your IT&CM China experience and enhance your knowledge through the presentations by eminent speakers as they discuss hot topics and debate on pertinent issues affecting the MICE industry in China and the region. Participants are invited to attend the daily morning seminar sessions before the exhibition starts.



THUMBS UP FROM THE INDUSTRY

"I think this show is well-organised that both exhibitors and buyers can take this platform to get right down to business and achieve greater ROI. We feel satisfied with this show."

Martin Ma, C&D Tourism and Hotels

"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

"IT&CM China is one of the top regional MICE trade shows in China which allows participants to achieve greater ROI out of their attendance. For three years consecutively, Hangzhou has showcased our destination to international industry players, while keeping abreast of the industry demands and better serving our tourism enterprises. We feel satisfied of this show."

Han Xiao, Hangzhou Tourism Commission, China

"Effective way to touch base with overseas clients and provide product updates. A good platform for creating awareness among industry players."

Paul Stocker & Soh Moi Ling, Marina Bay Sands, Singapore

"IT&CM China is certified as a MICE travel trade show which was included in the Yearbook of Shanghai Tourism. We are pleased to see that the event was very professional and well organised."

Huang Guang Rong, Shanghai Tourism Trade Association, China

Contact Us

For International Exhibitors, Buyers and Media

TTG Asia Media Pte Ltd
Tel: (65) 6395 7575
Fax: (65) 6536 0896
Email: itcmchina@ttgasia.com

Project Management
Darren Ng, Managing Director
darren.ng@ttgasia.com

Ooi Peng Ee, General Manager, Exhibitions/Events
ooi.peng.ee@ttgasia.com

Samantha Chan, Events Manager, Exhibitions/Events
samantha.chan@ttgasia.com

Operations
Loh Lai Fong, Event Executive, Operations
loh.lai.fong@ttgasia.com

Exhibitors, Marketing and Sponsorship
Vincent Lim, Sales Director, Publishing/Exhibitions
vincent.lim@ttgasia.com

Julie Tan, Assistant Sales Manager
julie.tan@ttgasia.com

Diana Lin, Event Executive
diana.lin@ttgasia.com

Buyers Hosting Programme
Winnie Chua, Senior Event Executive
winnie.chua@ttgasia.com

Raadah Zulkiflee, Event Executive
raadah.zulkiflee@ttgasia.com

Tan Wei Ching, Event Executive
tan.wei.ching@ttgasia.com

Conference
Phila Anne Tan, Conference Director
phila.tan@ttgasia.com

Marketing Communications and Media Hosting Programme
Hanli Tan, Assistant Marcoms Manager
hanli@ttgasia.com

Cheryl Tan, Marketing Manager
cheryl.tan@ttgasia.com

Online Marketing
Monica Tew, Event Manager
monica.tew@ttgasia.com

Ong Li Shi, Event Executive
ong.li.shi@ttgasia.com

For China-based Exhibitors, Buyers and Media

MP International (Shanghai) Pte Ltd
Tel: (86) 021 6295 9990
Fax: (86) 021 6270 6030
Email: sales-sh@mpinetwork.com

Project Management
Jason Ng, Director
jasonng@mpinetwork.com

Exhibitors and Operations
Dake Zhu, Senior Manager
dakezhu@mpinetwork.com
Flora Zhou, Project Executive
florazhou@mpinetwork.com

Buyers and Media Hosting Programme
Cherry Ye, Assistant Director
cherrye@mpinetwork.com

Fiona Xu, Project Executive
fionaxu@mpinetwork.com

Jody Teo, Senior Marketing Communications Executive
jodyteo@mpinetwork.com

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* All information is correct at time of printing