

FACT SHEET (as at 8 April 2009)

Fast Facts on IT&CM China 2009

Third IT&CM (Incentive Travel & Conventions, Meetings) China

15 - 17 April 2009
ShanghaiMart Expo, China

ABOUT THE EVENT

- Jointly organised by TTG Asia Media and MP International Pte Ltd (MPI)
- IT&CM China 2009 promotes 'China to the World' and 'the World to China', serving as the platform for international and leading Chinese players in the MICE industry to explore exciting business opportunities, generate new sales leads and strengthen business partnerships with existing clients
- A spin-off from IT&CMA (Incentive Travel & Conventions, Meetings Asia), the region's premier meetings and incentive travel show
- Open to members of the trade only – hosted and trade buyers, exhibitors, media and trade visitors.

FEATURES

- Buyer and Media Hosting Programmes
- Presence of both Chinese and international buyers in the tradeshow
- Pre-scheduled on-site appointments between IT&CM China Buyers and Exhibitors
- Second IT&CM China Keynote Address - "How China's Global Reach is Altering the World Map" by Dr George Zhibin Gu, Commentator/Columnist & Author
- Educational seminars on the World Expo 2010, achieving success in selling an incentive programme, importance of creativity and social networking in business environment, gaining success in meetings and events, the new trend of initiating green initiatives, partnering with cruise liners for successful meetings
- IT&CM China Press Conference and Media Briefings by NTOs
- Second Future Leaders' Forum at IT&CM China by IMEX, MPI (Meeting Professionals International) and TTG Asia Media
- IT&CM China Opening Ceremony & Welcome Dinner
- Hosted Luncheons
- Friendly Golf Game at SunIsland Golf Course (Registered delegates only, first-come-first-served basis)
- Pre-show Shanghai city tours for international buyers and media by Shanghai Municipal Tourism Administration
- Post-show tours to Dalian by Dalian Travel & Tourism Bureau and Hangzhou by Hangzhou Tourism Commission for international buyers and media

WHAT'S NEW

- New Trade Seminars on show days, 4 educational sessions on 16 & 17 April 2009 (Thursday & Friday) by industry professionals and veterans:
 - Ella Bee, Marketing Director, Costa Crociere Pacific Asia Operation
 - Frankie Gao, Managing Director, MCI - Shanghai
 - Roy Graff, Managing Director & Founder, China Contact
 - Thomas Zheng Daqi, Managing Director & Principal Consultant, Beijing Talent Power Consulting Co Ltd
- New Supporting Association – ICCA (International Congress & Convention Association)
- New Supporting Media – Asian Traveller (India), MICEBTN (Australia), Grand Hotels (China)
- New Online Media – Focus on Travel News (Turkey), Tourism-Insider (Germany), Travel World China (China), World Travel Online (China)
- ICCA Workshop "Selling Successfully" on 15 April 2009, Wednesday

EXHIBITORS

- Exhibition area: 6,200 square metres
- 200 exhibiting companies and organisations from 20 countries

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- New exhibiting companies and organisations from: Turkish Embassy Culture and Information Section, Tourisme Montreal, Japan National Tourism Organization, Sanya Tourism Bureau, Guilin Municipal Tourism Bureau, HNA Grand Hotel Chang'an Avenue, Marco Polo Corporate Office, The Audience Motivation Company, Costa Crociere S.P.A
- Pavilion with the largest exhibiting space: Macau (255 square metres)
- Types of Exhibitors: Adventure / Incentive Travel Suppliers, Airlines and Cruise Lines, Convention / Exhibition Venues, Destination Management Companies, Hotels & Resorts, National / State Tourism Organisations, Information Technology Vendors, Event Companies, Theme Parks / Leisure Attractions and Entertainment Venues, Travel Management Companies, Global Distribution Systems, Car Rental, Trade Publications/Media, Trade Associations, Suppliers of Gifts and Premiums

BUYERS

- 300 buyers from 31 countries from Europe, Asia-Pacific, North America, China and other countries
- Largest number of International buyers from: Malaysia (16)
- First-time participating buyers from these countries: Bulgaria, Japan, Pakistan, Taiwan
- Types of Buyers: Companies with Incentive programmes, Destination Management Companies, Event Planners, Incentive / Motivation Houses, International Associations, Meeting Planners, Professional Conference Organisers, Travel Agents Handling Incentives

MEDIA

- Four Official Media: TTGmice, TTG-BTmice, TTG Asia, TTG China
- 14 Supporting Media: Publications from Australia, Belgium, China, Germany, Greece, India, Mexico, Poland, Turkey
- 7 Online Media Partners from Turkey, Germany, China, Greece, Singapore
- 7 Chinese media (include print and online media)
- Number of media attending the event: 80 media from 23 countries

EVENT SUPPORT & SPONSORSHIP

- 6 Endorsing & Supporting Associations
 - Shanghai Tourism Trade Association (STTA)
 - Shanghai Conventions & Exhibitions, Industry Association (SCEIA)
 - International Association of Professional Congress Organisers (IAPCO)
 - Pacific Asia Travel Association (PATA)
 - International Congress & Convention Association (ICCA)
 - Society of Incentive Travel Executives (SITE) – Hong Kong Chapter
- Official Hotel: Sheraton Shanghai Hongqiao Hotel
- Supporting Hotels: Millennium Hongqiao Hotel Shanghai, The Longemont Shanghai
- Official Media: TTGmice, TTG-BTmice, TTG Asia, TTG China
- Supporting Media:
 - Asian Traveller
 - China Exhibition and Convention
 - China Travel Agent
 - CIM Australasia
 - events Germany
 - Grand Hotels
 - Masexpos Magazine
 - MeeTurkey
 - MICE 2
 - MICEBTN
 - MICE Poland
 - Trav Talk
 - Travel Magazine
 - Travel Times
- Online Media Partners: Focus on Travel News, Tourism-Insider, Travel Abroad Online, Travel Daily News, Travel World China, TTGTravelHub.Net, World Travel Online
- IT&CM China 2009 Opening Ceremony & Welcome Dinner at Renaissance Shanghai Zhongshan Park Hotel
Date & Time: 15 April 2009, Wednesday, 1830 - 2100hrs
- Hosted Luncheon by MEHK (Meetings & Exhibitions Hong Kong)
Date & Time: 16 April 2009, Thursday, 1230 - 1330hrs
- Delegates' Badges and Lanyards: MEHK
- Hosted Luncheon by The Venetian Macao-Resort-Hotel and Marina Bay Sands
Date & Time: 17 April 2009, Friday, 1230 - 1330hrs

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SEMINAR SPEAKERS

- Albert Ng, CEO & Co-Founder of Wild China
- Ella Bee, Marketing Director, Costa Crociere Pacific Asia Operation
- Dr George Zhibin Gu, Commentator/Columnist & Author
- Frankie Gao, Managing Director, MCI - Shanghai
- 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 Co Ltd

IT&CM CHINA MEDIA CENTRE

15 – 17 April 2009 (Wednesday - Friday) | 0830 – 1730hrs
Venue: Room 3, Level 2, ShanghaiMart Expo

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IT&CM CHINA PRESS CONFERENCE

Venue: Room 2, Level 2, ShanghaiMart Expo

IT&CM CHINA MEDIA BRIEFINGS

Venue: Room 2A, Level 2, ShanghaiMart Expo

ORGANISER'S OFFICE

Venue: Exhibition Hall, Level 1, ShanghaiMart Expo

PRE & POST-SHOW TOURS COUNTER

Venue: Registration Counter Area, Level 1, ShanghaiMart Expo

TRANSPORTATION COUNTER

Venue: Registration Counter Area, Level 1, ShanghaiMart Expo

REIMBURSEMENT OFFICE

Venue: Seminar Room 2B, Level 2, ShanghaiMart Expo

Date: 16 April 2009 (Thursday)

Time: 1200-1730hrs

Date: 17 April 2009 (Friday)

Time: 1030-1730hrs

REGISTRATION

- Registration Hours
 - 14 April 2009 (Tuesday), 1030 – 1800hrs Exhibitors/Buyers/Media/Speakers
 - 15 April 2009 (Wednesday), 0830 – 1700hrs Exhibitors/Buyers/Media/Speakers
 - Registration Counters, Level 1, ShanghaiMart Expo
- Exhibition Hours
 - 16 April 2009 (Thursday), 1000 – 1730hrs | 17 April 2009 (Friday), 0940 – 1700hrs
- Badge Categories
 - Red - Exhibitor
 - Blue - Buyer
 - Purple - Media
 - Grey - Speaker
 - Orange - Trade Visitor
 - Dark Green - VIP
 - Lime Green - Organiser
 - White - Service Staff

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KEY CONTACTS (IT&CM China 2009)

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