

IT&CM CHINA 2011 FACT SHEET

(as at 30 March 2011)

EVENT

IT&CM (Incentive Travel & Conventions, Meetings), China [5th Installment]
13 to 15 April 2011
ShanghaiMart Expo • Shanghai, China
Exhibition Hall, Level 1
No. 99 Xing Yi Road 200336 PR China
Tel: 86 21 6236 6888 | Fax: 86 21 6236 0181 | Website: www.shanghaimart.com

BACKGROUND

About IT&CM China

Since 2007, IT&CM China has established itself as China's leading professional Meetings, Incentives, Conventions and Exhibitions (MICE) business and networking event, dedicated to "Promoting China to the World and the World to China".

Bringing together Chinese and International MICE exhibitors and buyers in one dynamic marketplace, IT&CM China is the platform for international and leading Chinese players in the MICE industry to explore new and exciting business opportunities and strengthen existing partnerships.

Delegates to the 3-day event receive the best return on their investment in business, learning and play through structured business appointments, exhibition showcase, seminar sessions, official networking functions and tours.

FEATURES

Business

- On-site appointment scheduling sessions: Sellers-Meet-Buyers (SMB) and Buyers-Meet-Sellers (BMS) for Exhibitors and Buyers
- Exhibition and appointment sessions: featuring both International and Chinese Exhibitors and Buyers
- Official Press Conference and Media Briefings by NTOs and Industry Organisations (for Media Only)

Education

- IT&CM China 2011 Keynote Panel Discussion ^{NEW} – China's Next MICE Wave.
Panelists:
 - Arnaldo Nardone, President, International Congress & Convention Association, Uruguay
 - Ni Hui, Vice President, Grand China Express International Travel, China
 - Cindy Zhang, Regional Managing Director, China and Hong Kong, Pacific World China, China
- 8 Seminar Topics (4 IT&CM China 2011 Seminars and 4 Trade China Seminars), presented by 11 industry experts:

1. IT&CM China Seminar 1A Win Business – Raise DMC and PCO Standards	5. Trade China Seminar 1 Organising Successful Congresses and Conventions
2. IT&CM China Seminar 1B Sourcing Trends in Corporate Meetings	6. Trade China Seminar 2 Crisis Management – Are You Ready?
3. IT&CM China Seminar 2A New Technology and Event Management	7. Trade China Seminar 3 Incentive Travel and the Bottomline
4. IT&CM China Seminar 2B Cut Through the China Red Tape	8. Trade China Seminar 4 Win-win Buyer-Seller Negotiations

Social Events and Functions

- 3 x Pre-Show City Tour of Shanghai
- IT&CM China 2011 Opening Ceremony and Welcome Dinner
- Hosted Luncheons For Buyers and Media by MEHK (Meetings & Exhibitions Hong Kong) and IT&CM China
- Coffee Break Reception by Macau Government Tourist Office

Partner Events

- China (Shanghai) International Meetings & Conferences Forum ^{NEW} by Shanghai Municipal Tourism Administration
- Corporate Travel Expert SM (CTE) Designation Course ^{NEW} by Global Business Travel Association (GBTA) and TTG Asia Media
- ICCA Association Database Workshop ^{NEW} by ICCA
- Future Leaders Forum 2011 by IMEX - MPI - IT&CM China [4th Installment]
- Travel Awards 2011 by TTG China [4th Installment]

Others

- Buyer and Media Hosting Programme

WHAT IS NEW

Alliances

- IT&CM China 2011 is part of the inaugural Shanghai Business Events Week (11th to 15th April 2011) launched by Shanghai Municipal Tourism Administration (SMTA). This initiative to theme leading MICE industry highlights under one brand, will see six exciting business, education and networking events come together in cosmopolitan Shanghai. The six events are: China (Shanghai) International Meetings & Conferences Forum, Global Business Travel Association (GBTA)'s Corporate Travel ExpertSM Certification Course, ICCA's Association Database Workshop, IMEX-MPI-IT&CM China's Future Leaders Forum and the TTG China Travel Awards.
- New Supporting Partner: Global Business Travel Association (GBTA)

Programme Enhancements

- Exhibition features a new pavilion dedicated to unique convention venues and travel wellness offerings from China.
- Global Business Travel Association (GBTA) and TTG Asia Media offers the first-ever Corporate Travel ExpertSM (CTE) designation course here in Shanghai to a class of Corporate Travel professionals.
- The opening keynote will take a new format of a panel discussion, aimed to enhance the interaction and sharing of knowledge and ideas among our delegates.

ABOUT THE 2011 THEME

Leading China's Next MICE Wave

The quantum growth of the show over the last four years is testimony to China's appeal as the World's next MICE powerhouse – realising the possibility that the future of the MICE industry might eventually result in two distinct markets: China and the rest of the World. This 2011 theme is poised to capitalize on China's rising economy and the globally invigorated demand for MICE products, services and solutions.

DELEGATE STATISTICS

TOTAL: 2,218 from 43 Countries

- **Exhibitors:** 691
- **Buyers:** 344
- **Media:** 83
- **Trade Visitors, VIPS, Guests and Others:** 1,100

EXHIBITORS

Exhibition area (gross): 5,200 square metres (sqm)

691 Exhibitors from 253 Exhibiting Companies and Organisations

Complete details available in the IT&CM China 2011 Show Directory

Exhibiting International and Chinese MICE Destinations: Hangzhou, Hong Kong SAR, Japan, Macau SAR, Malaysia, Sanya, Shanghai, Singapore, South Korea, Thailand and United States of America

New Exhibiting Companies and Organisations:

- International: 4 Corners Events, Copthorne Hotel Dubai, Lifestyle Resort Danang, Silverseas Cruises, Starwood Hotels and Resorts and Swiss-Belhotel Doha
- China: Interstate China, Mission Hills, Pangu Hotel Beijing, Sangem Group, Sofitel Shanghai Sheshan Oriental, Star River Group, and Wuzhen Tourism

Largest Exhibiting Pavilions: Macau (220.5 sqm), Shanghai (195 sqm), South Korea (138 sqm)

Type Of Exhibitors:

Adventure & Incentive Travel Suppliers	Events Management Companies &	Theme Parks
Car Rental Companies	Entertainment Suppliers	Trade Associations
Coach, Car and Railway Operators	Golf Courses	Trade Publications / Media
Convention Visitors Bureaus	Hotels & Resorts	Travel / Meeting Technology &
Cruise Lines	National / State Tourism Organisations	Multimedia Companies
Destination Management Companies	Professional Conference Organisers	Travel Management Companies
	Serviced Apartments	Travel-Related Suppliers
	Spas	

BUYERS

344 Buyers (50% International – 50% China) From 38 Countries (Including China): Argentina, Australia, Belgium, Brazil, Bulgaria, Cambodia, Canada, China, Chinese Taiwan, Cyprus, France, Germany, Greece, Hong Kong SAR, India, Indonesia, Italy, Lebanon, Malaysia, Netherlands, New Zealand, Philippines, Poland, Portugal, Qatar, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sri Lanka, Thailand, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States of America and Vietnam.

Complete details available in the IT&CM China 2011 Buyer's Profile

International Buyers Breakdown By Region:

Asia-Pacific (Less China)	47%
Europe	36%
Americas	12%
Middle East	4%
Others	1%

China Buyers From: Beijing, Changsha, Chengdu, Dalian, Fujian, Guangxi, Guangzhou, Guilin, Harbin, Haikou, Hangzhou, Hefei, Heilongjiang, Inner Mongolia, Jilin, Nanjing, Ningbo, Qinghai, Qingdao, Shandong, Shenzhen, Suzhou, Tianjin, Wuhan, Xinjiang, Yinchuan, Zhengzhou

Percentage of New Buyers: 50%

Largest Number of International Buyers from: India (19), United States of America (16) and Philippines (11)

New Participating Countries: Argentina, Cambodia, Cyprus, Portugal, Saudi Arabia, South Africa and United Arab Emirates

Type Of Buyers:

Corporate Companies with Incentive Programmes	International Associations Meeting Planners	Travel Agent Handling Incentives Travel Management Companies
Destination Management Companies	Professional Conference Organisers	
Incentive / Motivation Houses		

MEDIA

83 Media (50% International – 50% China) From 22 Countries (Including China): Australia, Belgium, China, France, Germany, Greece, India, Ireland, Italy, Jordan, Malaysia, Mexico, Poland, Russia, Singapore, South Korea, Spain, Sri Lanka, Thailand, Turkey, United Kingdom and Vietnam.

International Media Breakdown By Region:

Asia-Pacific (Less China)	44%
Europe	39%
Middle East	10%
Americas	2%
Others	5%

Largest Number Of Media Delegates From: China (42), Australia (5), Germany (4), India (3), Singapore (3), Turkey (3)

New Participating Countries: France, Malaysia, Mexico, Spain and Vietnam

Media Partners:

- 4 Official Media
- 18 Supporting media (12 International | 6 Chinese)
- 8 Online Media (5 International | 3 Chinese)

SOCIAL FUNCTIONS & ACTIVITIES

1. Pre-Show City Tours In Shanghai

- a) TOUR 1: Tour of Expo Convention Centre and Mercedes Benz Arena with lunch 12April | 0950 - 1500hrs
 b) TOUR 2: "Era of Kaleido" show at Shanghai Gong stage with dinner 12April | 1730 - 2140hrs
 c) TOUR 3: Shanghai's Bund Morning Tour 13April | 0830 - 1030hrs
 Open To: All registered international Buyers and Media delegates only. (Registration is closed)

2. IT&CM China Opening Ceremony & Welcome Dinner

Date: 13 April 2011, Wednesday
 Time: 1830 – 2100hrs
 Venue: Sofitel Shanghai Sheshan Oriental
 Entry: By delegate badge or invitation only
 Dress Code: Business Attire or National Costume

3. Lunch Hosted By Meetings & Exhibitions Hong Kong (MEHK)

Date: 14 April 2011, Thursday
 Time: 1230 – 1330hrs
 Venue: Ballroom, Level 3, Sheraton Shanghai Hongqiao Hotel
 Entry: For Buyers, Media & Invited Guests - Entry by delegate badge or invitation only
 Dress Code: Business

4. Coffee Break Reception Hosted By Macau Government Tourist Office (MGTO)

Date: 14 April 2011, Thursday
 Time: 1530 – 1645hrs
 Venue: Exhibition Hall, Level 1, ShanghaiMart Expo, Booth no. 230
 Entry: For Buyers, Media & Invited Guests - Entry by delegate badge or invitation only
 Dress Code: Business

5. IT&CM China Networking Lunch

Date: 15 April 2011, Friday
 Time: 1230 – 1330hrs
 Venue: Ballroom, Level 3, Sheraton Shanghai Hongqiao Hotel
 Entry: For Buyers, Media & Invited Guests - Entry by delegate badge or invitation only
 Dress Code: Business

OFFICIAL PRESS CONFERENCE & MEDIA BRIEFINGS

IT&CM China 2011 Official Press Conference

13 April 2011, Wednesday | 1130 – 1230hrs
 Meeting Room 2, Level 2, ShanghaiMart Expo
 Speakers:

- **Mr Darren Ng**, Managing Director, TTG Asia Media Pte Ltd
- **Ms Sylvia Phua**, Chief Executive Officer, MP International Pte Ltd

Media Briefings

Venue: Meeting Room 2A, Level 2, ShanghaiMart Expo

14 April 2011, Thursday		Presenter
1030 – 1100	By Hawaii Visitors & Convention Bureau	Michael Murray , CMM-CMP-CASE Vice President – Sales & Marketing, Corporate Meetings & Incentives mmurray@hvcb.org
1130 – 1200	By Gloria Hotels & Resorts	Clarence Wong Vice President – Sales & Marketing Clarence.wong@gloriahotels.com
1500 – 1530	By Malaysia Convention & Exhibition Bureau (MyCEB)	Zulkefli Hj Sharif Chief Executive Officer zulkefli@myceb.com.my
15 April 2011, Friday		Presenter
1030 – 1100	Singapore Tourism Board	TBA

MEDIA CENTRE

Date: 12 to 15 April 2011 (Tuesday to Friday)
 Opening Hours: 1030 – 1800 hrs (Tuesday) | 0830 – 1730 hrs (Wednesday to Friday)
 Venue: Room 3, Level 2, ShanghaiMart Expo

Refer to <http://www.itcmchina.com/index.cfm?GPID=184> for Media Centre Facilities and Guidelines

EXHIBITION INFORMATION

Exhibition Admission

Admission to IT&CM China 2011 Exhibition is by delegate badge on 14 – 15 April 2011.

Exhibition Hours

14 April 2011 1000 – 1730 hrs
 15 April 2011 0940 – 1700 hrs

Registration Hours

For Exhibitors, Buyers and Media	12 April 2011 (Tuesday)	1030-1800 hrs
	13 April 2011 (Wednesday)	0830-1700hrs
For Trade Visitors	14 & 15 April 2011 (Thursday and Friday)	1000-1700hrs

Registration will take place at Registration Counters, Level 1 Shanghai Mart Expo.

Badge Categories

- Red Exhibitor
- Blue Buyer / Trade Buyer
- Green Media
- Purple VIP
- Pink Trade Visitor
- Yellow Speaker
- Orange Organiser & Staff
- Clear Future Leaders Forum / Media Publisher

ON-SITE SERVICES

Show Organisers' Office

Exhibition Hall, Level 1, Shanghai Mart Expo

Reimbursement Office

Venue: Seminar Room 2B, Level 2, ShanghaiMart Expo
 Date: 14 April 2011 (Thursday) 15 April 2011 (Friday)
 Time 1400 – 1730hrs 1030 – 1730hrs

Official Contractor

Pico IES Group (China) Co., Ltd
 On-Site Office: Exhibition Hall, Level 1, Shanghai Mart Expo
 Main Office: No. 188 XinChen Road
 Pudong District Shanghai 201204, China
 Contact: Ms Susan Zhang / Mr David Wu
 Tel: +86 21 5190 8286 / +86 21 5190 8291 | Fax: +86 21 51908290
 Email: susan.zhang@cn.pico.com / david.wu@cn.pico.com

Official Freight Forwarder

Agility Fairs & Events Logistics (Shanghai) Co. Ltd
 On-Site Office: Exhibition Hall, Level 1, Shanghai Mart Expo
 Main Office: Building #9 International Business Park (IBP)
 280 Linhong Road, Changning District
 Shanghai 200335, China
 Contact: Ms. Cynthia Cen
 Tel: +86 21 6236 6060 Ext. 220 | Fax: +86 21 6236 5667
 Email: Ccen@agilitylogistics.com

Tours Counter

Registration Counter Area, Level 1, Shanghai Mart Expo

EVENT ORGANISERS

TTG Asia Media Pte Ltd

TTG Asia Media Pte Ltd is the region's leading travel and tourism business information and access provider, with a wide range of media products including publications, exhibitions, database management and the Internet. It is also a leading organiser and event manager of travel tradeshow in Asia, including IT&CMA (Incentive Travel & Conventions, Meetings Asia), CTW (Corporate Travel World) Asia-Pacific, IT&CM China and ASEAN Tourism Forum (ATF) 1998, 2001, 2003, 2006, 2009, 2010 and 2011. It also publishes four titles targeted at distinct sectors of the travel trade: TTG Asia, TTG China, TTGmice and TTG-BTmice China. For more information on TTG Asia Media, visit www.ttgasiamedia.com

MP International Pte Ltd

Established in 1987, MP International specialises in organising exhibitions, conferences and special events. The group has organised and managed some 300 national, regional and international events, including the Asia-Pacific Economic Cooperation (APEC) 2009 Leaders' Week. It is a leading international organiser of trade exhibitions, including ITMA and ITMA Asia.

A member of the Pico group, MP International is headquartered in Singapore with a global footprint across Asia and Europe. MP's success with various partners is a testimony of its ability to identify opportunities and maximise the rewards for win-win partnerships. For more information on MP International, visit www.mpinetwork.com

EVENT SUPPORT & SPONSORSHIP

Local Host

- MP International (Shanghai) Pte Ltd

Endorsing & Supporting Association

- 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)
- Society of Incentive Travel Executives (SITE) – China Chapter
- Society of Incentive Travel Executives (SITE) – Hong Kong Chapter
- Global Business Travel Association (GBTA)

Official Hotel

Sheraton Shanghai Hongqiao Hotel

Supporting Hotel

Millennium HongQiao Hotel Shanghai
 Sofitel Shanghai Sheshan Oriental

Official Media

TTGmice
 TTG-BT mice China
 TTG Asia
 TTG China

Supporting Media

Asian Traveller, India
Business Travel 2- MICE 2, Belgium
China BT MICE, China
China Hospitality News, China
China Travel Agent, China
CIM Australasia, Australia
CIM Management, Germany
Grand Hotels, China
Kongres and Conventas, Slovenia
Masexpos Congresos & Convenciones, Mexico
MeeTurkey, Turkey
MICE BTN, Australia
MICE Magazine China, China
MICE Poland, Poland
MICE Talk, India
MICE.net, Singapore
Tourism Around the World Monthly, United Kingdom
Travel News Weekly, China

Online Media

eMICE.net, China
Eventconnect.com, Australia
Focus on Travel News (FTN), Turkey
Meetings Review, United Kingdom
Tourism Insider, Germany
Travel Daily News, Greece
Travel World China, China
World Travel Online, China

Sponsorships & Hosts

- Opening Ceremony & Welcome Dinner: Sofitel Shanghai Sheshan Oriental
- Hosted Luncheon on 14 April 2011 Thursday: Meetings & Exhibitions Hong Kong (MEHK)
- Coffee Break Reception on 14 April 2011 Thursday: Macau Government Tourist Office (MGTO)
- Delegate Bags Sponsor: Seoul Tourism Organization (STO)
- Official Onsite Technology Partner: Info Salons China
- Pre-Show City Tours: Shanghai Municipal Tourism Administration

IT&CM China 2011 Opening Keynote and Seminar Speakers

Name	Designation	Company	Country
1. Arnaldo Nardone	President Director of Marketing & Conventions	ICCA Radisson Montevideo Victoria Plaza Hotel	Uruguay
2. Ni Hui	Executive Vice-President	Grand China Express International Travel Service Co. Ltd	China
3. Cindy Zhang	Regional Managing Director, China and Hong Kong	Pacific World China	China
4. Hugo Slimbrouck	Director of Global Sales & Strategic Partnerships	Ovation Global DMC	Belgium
5. Hamish Wang	Sourcing Leader China	GE	China
6. Lydia Xu	Procurement	Eli Lilly China	China
7. Noor Ahmad Hamid	Regional Director - Asia Pacific	ICCA	Malaysia
8. Tony Ridley	Director	Business Intelligence and Consulting	Australia
9. Jack Chu	Chairman & President	RA Consultants	Hong Kong
10. Gu Xue Bin	Managing Director	Info Salons China	China
11. Kate Chang	Regional Director-China	PATA	China
12. Alicia Yao Hong	Deputy General Manager, Meeting & Incentive Creative Destination Management	CITS Head Office	China
13. Peter Koh	Regional Travel Manager, Asia Pacific/Japan	Symantec	Singapore
14. Victor Vries	Director of Business Development	Hilton Shanghai	China

IT&CM CHINA 2012

Date: 17 to 19 April 2012

Venue: Shanghai World Expo Exhibition & Convention Center

CONTACTS

TTG Asia Media

1 Science Park Road #04-07 The Capricorn, Singapore Science
Park II, Singapore 117528
Tel: (65) 6395 7575 Fax: (65) 6536 0896
Email: itcmchina@ttgasia.com
Website: www.itcmchina.com

MPI Shanghai

FL.11E Jinming Building, No. 8 South Zunyi Road, Shanghai,
200336, China
Tel: (86) 21 6295 9990 Fax: (86) 21 6270 6030
Email: sales-sh@mpinetwork.com
Website: www.mpinetwork.com

Project Management

Mr Darren Ng

Managing Director

Mr. Jason Ng

Managing Director

Mr Ooi Peng Ee

General Manager

Ms Samantha Chan

Events Manager

Exhibitors, Sales and Sponsorship

Mr Vincent Lim

Sales Director

Ms. Selena Li

Senior Project Manager

Ms Tan Wei Ching

Event Sales Executive

Mr. King Yu

Sales Executive

Mr Herbert Sim

Event Executive

Buyers Hosting Programme

Ms Winnie Chua

Senior Event Executive

Ms. Joyce Lee

Project Executive

Ms Ong Li Shi

Event Executive

Marketing Communications, Media Hosting Programme and Online Marketing

Ms Cheryl Tan

Marketing Manager

Ms Cherry Ye

Assistant Director

Ms Sheetal Menezes

Senior Marketing Executive

Seminars & Education

Ms Lynn Ho

Event Manager

Ms Raodah Zulkiflee

Senior Event Executive

Ms Caroline Boey

Conference Program Producer

Operations

Ms Loh Lai Fong - Senior Event Executive

Ms. Selena Li

Senior Project Manager

Mr. King Yu

Sales Executive