

IT&CM CHINA 2012 FACT SHEET

(As at 05 April 2012)



EVENT

IT&CM (Incentive Travel & Conventions, Meetings), China [6th Installment]
17 to 19 April 2012

Shanghai World Expo Exhibition & Convention Center • Shanghai, China
Exhibition Hall, Basement 1

1099 Guozhan Road Shanghai 200126 PR China

Tel: 86 21 2089 3600 | Fax: 86 21 2089 3615 | Website: www.shexpocenter.com

ABOUT IT&CM CHINA

The Leading International MICE Event In China

Since 2007, IT&CM China has established itself as China's leading professional Meetings, Incentives, Conventions and Exhibitions (MICE) business, education 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 leading players in the MICE industry to explore business opportunities on all fronts – inbound, outbound and domestic. Delegates to the three-day event receive the best return on their investment in business, education and networking 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 National Tourism Organisations and Industry Organisations (for Media Only)

Education

- IT&CM China 2012 Keynote Address – China's Century: Fulfilling its Destiny as a Mega Meetings Destination
Speaker: Mr. Martin Sirk, CEO, International Congress & Convention Association, the Netherlands
- 8 Seminar Topics, presented by 11 industry experts:

1. IT&CM China Seminar 1A How to Organise a Successful China Outbound MICE Trip	5. IT&CM China Seminar 4A Training and Retaining MICE Staff
2. IT&CM China Seminar 1B Global Meetings Procurement and China	6. IT&CM China Seminar 4B How International Associations Make their Meeting Decisions
3. IT&CM China Seminar 2 Innovation in Meetings Payment Solutions	7. IT&CM China Seminar 5 Mobile Technology and the Impact on the Events Industry
4. IT&CM China Seminar 3 Strategic Meetings Management (SMM)	8. IT&CM China Seminar 6 Fundamentals of Selecting a DMC or PCO

Social Events and Functions

- Friendly Golf Game
- 3 x Pre-Show City Tour of Shanghai
- IT&CM China 2012 Opening Ceremony and Welcome Dinner
- Hosted Luncheon for Buyers and Media by Meetings & Exhibitions Hong Kong (MEHK)
- Coffee Break Reception for Buyers and Media by Macau Government Tourist Office (MGTO)
- Hosted Dinner for Buyers and Media by Seoul Tourism Organization (STO)
- IT&CM China Networking Lunch for Buyers and Media

Partner Events

- China (Shanghai) International Meetings & Conferences Forum by Shanghai Municipal Tourism Administration (SMTA)
- Association Professionals Competencies PAE Course ^{NEW} by Australasian Society of Association Executives (AuSAE) and Canadian Society of Association Executives (CSAE)
- Fundamentals of Business Travel Management™ Course – Associate Level by Global Business Travel Association (GBTA)
- ICCA Association Database Workshop by International Congress & Convention Association (ICCA)
- Future Leaders Forum 2012 by IMEX - MPI – MCI [5th Installment]
- Travel Awards 2012 by TTG China [5th Installment]
- Strategic Marketing Management for Conference ^{NEW} by Shanghai Municipal Tourism Administration (SMTA)

Others

- Buyer and Media Hosting Programme

ABOUT THE 2012 THEME

Advancing MICE and Business Minds

Since its inception, IT&CM China has always been at the forefront of delivering an international programme that caters to the multi-faceted objectives of its global and Chinese delegates. In 2012, the show will turn the spotlight on its established business, networking and education elements. IT&CM China 2012 will offer delegates plenty of opportunities to advance MICE business in both formal and informal settings, while inspiring and nurturing the minds of our industry professionals to think, innovate and spur progress through new insights.

WHAT IS NEW

This year, IT&CM China has introduced new initiatives to enhance the quality of experience for all delegates. Exhibitors and Buyers now have the opportunity to schedule appointments with attending Chinese and International Media through the pigeon-hole feature at the Global Media Zone. Delegates can also access key IT&CM China 2012 event details and updates on-the-go, through an easy-to-use mobile application. In addition, simultaneous interpretation will be available in Mandarin at the keynote address and seminar sessions, allowing Chinese delegates to appreciate the expert insights, as the session happens.

DELEGATE STATISTICS

TOTAL: 1,302 from 45 Territories

- **Exhibitors:** 850
- **Buyers:** 380
- **Media:** 72

EXHIBITORS

Exhibition Area (gross): 7,100 square metres (sqm)

850 Exhibitors from 317 Exhibiting Companies and Organisations and 37 Media Affiliates

Complete details available in the IT&CM China 2012 Show Directory

Exhibiting International and Chinese MICE Destinations: Dubai, Hangzhou, Hong Kong SAR, Indonesia, Japan, Macau SAR, Malaysia, Ningbo, Sanya, Shanghai, Singapore, South Korea, Switzerland, Thailand and Turkey

New Exhibiting Companies and Organisations: Club Med, Dusit International, Esplanade Hotel Fremantle, Geneva Tourism and Convention, Government of Dubai, Department of Tourism and Commerce Marketing, HNA Hotels & Resorts, Istanbul Convention & Visitors Bureau, Jeju Convention and Visitor Center, Mulia Resorts and Villas, Nagaworld Hotel Cambodia, Ningbo Tourism Administration, Purple Jade Riverside Resort | Chang Bai Shan Chi Bei, Royal Garden Hotel Dongguan, SeaDream Yatch Club, Shangri-La Hotels, Switzerland Tourism, Taipei World Trade Center, Vietravel DMC - Windsor Plaza Hotel and Xiamen C&D International Travel Service

Largest Exhibiting Pavilions: Macau (198 sqm), Shanghai (180 sqm), InterContinental Hotel Group (169.5 sqm)

Types of Exhibitors:

Adventure & Incentive Travel Suppliers	Events Management Companies &	Theme Parks
Car Rental Companies	Entertainment Suppliers	Trade Associations
Coach, Car & 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

380 Buyers (50% International – 50% China) from 40 Territories: Australia, Belgium, Brazil, Bulgaria, Cambodia, Canada, China, Chinese Taipei, Cyprus, Czech Republic, France, Germany, Greece, Hong Kong SAR, Hungary, India, Indonesia, Italy, Macau SAR, Malaysia, Netherlands, New Zealand, Philippines, Poland, Portugal, Qatar, Russia, Singapore, Slovenia, South Africa, Spain, Sri Lanka, Switzerland, Thailand, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States of America and Vietnam.

Complete details available in the IT&CM China 2012 Buyer's Profile

International Buyers Breakdown by Region:

Europe	48%
Asia-Pacific (Less China)	36%
Americas	10%
Middle East	4%
Others	2%

Percentage of New Buyers: 50%

Largest Number of International Buyers from: United Kingdom (15), United States of America (14) and India (14)

Types of Buyers:

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

MEDIA

72 Media from 25 Territories: Australia, Belgium, China, Germany, Greece, Hong Kong SAR, India, Ireland, Italy, Japan, Jordan, Malaysia, Mexico, Poland, Russia, Singapore, Slovenia, South Africa, South Korea, Sri Lanka, Switzerland, Turkey, United Kingdom, United States of America and Vietnam.

Media Breakdown by Region:

China	38%
Europe	30%
Asia-Pacific (Less China)	24%
Americas	3%
Middle East	1%
Others	4%

Largest Number of Media Delegates from: China (27), India (6), Germany (4), Belgium (3), Russia (3), Turkey (3)

New Participating Territories: Hong Kong SAR, Japan, Slovenia, South Africa, Switzerland, United States of America

Media Partners:

- 5 Official Media
- 33 Media Affiliates (25 International | 8 Chinese)

SOCIAL FUNCTIONS & ACTIVITIES

1. Friendly Golf Game

Date: 16 April 2012, Monday
Time: 0630 – 1500hrs
Venue: Sun Island Resorts, Shanghai
Entry: Open to all IT&CM China 2012 registered delegates
Dress Code: Golf Attire

2. Pre-Show City Tours In Shanghai

a) TOUR 1: Tour of Shanghai Chensan Botanica Garden and Shanghai Sculpture Park / Homa Moon Lake with lunch 16 April | 0830 - 1430hrs
b) TOUR 2: Tour of Wharf 1846 and Shanghai World Financial Center with dinner 16 April | 1800 - 2230hrs
c) TOUR 3: Tour of The Langham Yangtze Boutique Hotel and Moller Villa 17 April | 0900 - 1200hrs
Open To: All registered international Buyers and Media delegates only. (Registration is closed)

3. IT&CM China Opening Ceremony & Welcome Dinner

Date: 17 April 2012, Tuesday
Time: 1830 – 2100hrs
Venue: Ballroom, Renaissance Shanghai Zhongshan Park Hotel
Entry: By delegate badge or invitation only
Dress Code: Smart Casual

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

Date: 18 April 2012, Wednesday
Time: 1230 – 1330hrs
Venue: Grand Ballroom 1 & 2, InterContinental Shanghai Expo
Entry: For Buyers, Media & Invited Guests - Entry by delegate badge or invitation only
Dress Code: Business Attire

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

Date: 18 April 2012, Wednesday
Time: 1545 – 1630hrs
Venue: MGTO Pavilion, Exhibition Hall, Basement 1, SWEECC
Entry: For Buyers, Media & Invited Guests - Entry by delegate badge or invitation only
Dress Code: Business Attire

6. Dinner Hosted By Seoul Tourism Organisation (STO)

Date: 18 April 2012, Wednesday
Time: 1830 – 2130hrs
Venue: Grand Ballroom 1 & 2, InterContinental Shanghai Expo
Entry: For Buyers, Media & Invited Guests - Entry by delegate badge or invitation only
Dress Code: Business Attire

7. IT&CM China Networking Lunch

Date: 19 April 2012, Thursday
Time: 1230 – 1330hrs
Venue: Shaoxing Cuisine, Level 3, SWEECC
Entry: For Buyers, Media & Invited Guests - Entry by delegate badge or invitation only
Dress Code: Business Attire

OFFICIAL PRESS CONFERENCE & MEDIA BRIEFINGS

IT&CM China 2012 Official Press Conference

17 April 2012, Tuesday | 1130 – 1230hrs
Conference Room 6, Basement 1, SWEECC
Speakers:

- **Mr. Darren Ng**, Managing Director, TTG Asia Media Pte Ltd
- **Mr. Tong Wei**, President, China International Travel Service Limited, Head Office
- **Ms. Elaine Wu**, General Manager, MP International (Shanghai) Pte Ltd

Media Briefings

Venue: Conference Room 6, Basement 1, SWEECC

18 April 2012, Wednesday		Presenter
1030 – 1100	By InterContinental Hotels Group	Mr. Nick Barton Vice President, Sales & Marketing Great China matthew.zheng@ihg.com
1130 – 1200	By Singapore Tourism Board	Mr. Markus Tan Area Director, Southern China markus_tan@stb.gov.sg
1500 – 1530	By MasterCard	Mr. James Chen General Manager/Head of China nicholas_wang@mastercard.com
1600 – 1630	By Club Med Group	Mr. Olivier Horps Chief Executive Officer, Club Med Great China jason.bai@clubmed.com
19 April 2012, Thursday		Presenter
1130 – 1200	By Government of Dubai, Department of Tourism and Commerce Marketing	Ms. Fiona Liu Account Manager of DTCM liufang@timchina.com

MEDIA CENTRE

Date: 17 to 19 April 2012 (Tuesday to Thursday)
 Opening Hours: 1030 – 1700hrs (Tuesday) | 0900 – 1730hrs (Wednesday) | 0830 – 1700hrs (Thursday)
 Venue: Exhibition Hall, Basement 1, SWEECC

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 2012 Exhibition is by delegate badge on 18 – 19 April 2012.

Exhibition Hours

18 April 2012 1000 – 1730hrs
 19 April 2012 0930 – 1700hrs

Registration Hours

For Exhibitors, Buyers and Media 16 April 2012 (Monday) 1030-1800hrs
 17 April 2012 (Tuesday) 0830-1700hrs
 For Trade Visitors 18 & 19 April 2012 (Wednesday & Thursday) 1000-1700hrs

On 16 April 2012, Buyers and Media can register at the four Official and Supporting Hotels – Gran Meliá Shanghai, InterContinental Shanghai Expo, Sheraton Shanghai Pudong Hotel & Residences and Shanghai Marriott Luwan – from 1030 to 1800hrs.

All other registrations will take place at Registration Counters, Basement 1, SWEECC.

Badge Categories

- Red Exhibitor
- Blue Buyer
- Green Media
- Purple VIP
- Pink Trade Visitor
- Yellow Speaker, Seminar Attendee
- Orange Organiser, Staff
- Clear Future Leaders Forum, Course Participant

ON-SITE SERVICES

Show Organisers' Office

Exhibition Hall, Basement 1, SWEECC

Reimbursement Office

Venue: Reimbursement Room, Exhibition Hall, Basement 1, SWEECC
Date: 18 April 2012 (Wednesday) 19 April 2012 (Thursday)
Time 1400 – 1730hrs 1030 – 1700hrs

Official Contractor

Pico IES Group (China) Co., Ltd
On-Site Office: Exhibition Hall Lobby, Basement 1, SWEECC
Main Office: No. 188 XinCheng Road
Pudong District Shanghai 201204, China
Contact: Mr. Jayz Ni
Tel: +86 21 5190 8275 | Fax: +86 21 5190 8290
Email: jayz.ni@cn.pico.com

Official Freight Forwarder

Agility Fairs & Events Logistics (Shanghai) Co. Ltd
On-Site Office: Exhibition Hall Lobby, Basement 1, SWEECC
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

Exhibition Hall Lobby, Basement 1, SWEECC

EVENT ORGANISERS

TTG Events

TTG Asia Media's Events group promotes business opportunities by staging international trade events that bring industry suppliers and buyers to one marketplace. The group is the founder and organiser of the Incentive Travel & Conventions, Meetings (IT&CM) series of MICE and Corporate Travel events in Thailand (IT&CMA and CTW), China (IT&CM China) and India (IT&CM India). It is also the longest-running secretariat appointed to manage the ASEAN Tourism Forum (ATF) Travel Exchange (TRAVEX). Other core trade events include Singapore Gifts & Stationery Show (SGSS) and International Feng Shui Convention (IFSC).

CITS International M.I.C.E

Based on a 3-year preparation, together with CITS going public in A-share market, CITS International M.I.C.E. Co., Ltd. has now been founded as a wholly-owned subsidiary of CITS. It shares its resources with CITS after its 55 years of operation. CITS International M.I.C.E. Co., Ltd. has been founded to possess new scope and new power within a new framework, and is set to thrive across even more fields.

CITS international M.I.C.E. is carrying out the mission to build up the most respectable M.I.C.E. brand in China and to contribute to the further development of CITS itself in the future.

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.

EVENT SUPPORT & SPONSORSHIP

Local Host

- MP International (Shanghai) Pte Ltd

Endorsing & Supporting Association

- Shanghai Municipal Tourism Administration (SMTA)
- Shanghai Convention & Exhibition Industries Association (SCEIA)
- Australasian Society of Association Executives (AuSAE)
- Canadian Society of Association Executives (csae|scda)
- Global Business Travel Association (GBTA)
- International Association of Professional Congress Organisers (IAPCO)
- International Congress & Convention Association (ICCA)
- Pacific Asia Travel Association (PATA)
- Society of Incentive Travel Executives (Site) – China Chapter

Official & Supporting Hotel

- Gran Meliá Shanghai
- InterContinental Shanghai Expo
- Sheraton Shanghai Pudong Hotel & Residences
- Shanghai Marriott Luwan

Official Media

- TTG-BT mice China
- TTG Mice
- TTG China
- TTG Asia
- TTG India

Media Affiliates

- Asian Traveller, India
- BBT Online, Belgium
- Business Travel2 / MICE2, Belgium
- China BT MICE, China
- CIM, Australia
- CIM – Conference & Incentive Management, Germany
- emice.net, China
- Eventos Magazine, Spain
- Exhibition & MICE, Japan
- Focus on Travel News (FTN), Turkey
- Grand Hotels, China
- HeadQuarters Magazine, Belgium
- Inventme.net, Spain
- KONGRES Magazine, Slovenia
- Korea Tourism News, Korea
- Masexpos Congresos & Convenciones, Mexico
- MeeTurkey, Turkey
- MICEBTN, Australia
- Mice China, China
- Mice-Contact, Germany
- Mice in Asia, Malaysia
- MICE Japan, Japan
- MICE Magazine, China
- micenet Asia, Singapore
- MICE Poland, Poland
- MICE Talk, India
- Mix Magazine, Hong Kong
- The Event Newspaper, South Africa
- Tourism-Insider, Germany
- TravelMole, United States of America
- Travel News Weekly, China
- Travel Trade China, China
- Travel World China, China

Sponsorships & Hosts

- Premier Sponsor: InterContinental Hotels Group
- Opening Ceremony & Welcome Dinner: Renaissance Shanghai Zhongshan Park Hotel & Hangzhou Tourism Commission
- Hosted Luncheon on 18 April 2012: Meetings & Exhibitions Hong Kong (MEHK)
- Coffee Break Reception on 18 April 2012: Macau Government Tourist Office (MGTO)
- Hosted Dinner on 18 April 2012: Seoul Tourism Organization (STO)
- Delegate Bags Sponsor: Sanya Tourism Bureau
- Pre-Show City Tours: Shanghai Municipal Tourism Administration (SMTA)
- Post-Show Tour: Wuzhen Tourism Co., Ltd.
- Friendly Golf Game: Sun Island Resorts, Shanghai
- Official Airline: China Eastern Airlines
- Official Technology Partner: Info Salons China
- Simultaneous Interpretation Service: ZX Meeting Translation Service
- Mobile Application: Crowdcomms

IT&CM China 2012 Opening Keynote Address and Seminar Speakers

Name	Designation	Company	Country
1. Mr. Martin Sirk	Chief Executive Officer	ICCA	The Netherlands
2. Mr. Li Zhuyuan	General Manager	CITS International MICE	China
3. Mr. Chundo Yang	Head of Marketing	Jeju Convention & Visitors Bureau	Korea
4. Mr. Gary White	Executive Vice President	HelmsBriscoe	The US
5. Ms. Gerilyn Horan	Director – Global Market Development	HelmsBriscoe	The US
6. Ms. Rennis Li	Vice President – Global Commercial Products, Asia Pacific / Middle East / Africa	MasterCard	Hong Kong SAR
7. Ms. Lisa Hopkins	Managing Director – Asia Pacific	BCD Meetings & Incentives	Singapore
8. Ms. Alicia Yao	Vice Chairman	Site China Chapter	China
9. Ms. Henrietta Ho	EAM – Marketing	Hyatt on the Bund	China
10. Mr. Gu Xuebin	Managing Director	Info Salons China	China
11. Ms. Alina Chow	Business Development Manager	Crowdcomms	Singapore

IT&CM CHINA 2013

Date: 17 to 19 April 2013

Venue: Shanghai World Expo Exhibition & Convention Center

CONTACTS

TTG Asia Media Pte Ltd

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PROJECT TEAM

TTG ASIA MEDIA	CITS INTERNATIONAL MICE	MP INTERNATIONAL
Project Management		
Mr. Darren Ng Managing Director	Mr. Ike Zhang General Manager	Mr. Jason Ng Managing Director
Mr. Ooi Peng Ee General Manager	Mr. Dake Zhu Director of PCO, PEO & Events	
Ms. Winnie Chua Event Manager		
Exhibitors, Sales and Sponsorship		
Mr. Jason Lee Sales Director	Ms. Nina Ni Project Manager	
Mr. Mark Wee Business Manager	Mr. Lik Le Project Manager	
Ms. Chermaine Poh Event Executive		
Buyers Hosting Programme		
Ms. Zephyrine Ang Event Executive	Mr. Lik Le Project Manager	
Ms. Ruth Chen Event Executive		
Marketing Communications and Media Hosting Programme		
Ms. Cheryl Tan Corporate Marketing Manager	Ms. Nina Ni Project Manager	Ms. Selena Li Senior Project Manager
Ms. Sheetal Menezes Senior Marketing Executive		Mr. Kingsley Yu Sales Executive
Ms. Liang Qipei Marketing Executive		
Ms. Stefanie Yap Event Executive		
Conference		
Ms. Caroline Boey Conference Program Developer		
Ms. Lynn Ho Event Manager		
Ms. Raodah Zulkiflee Senior Event Executive		
Operations		
Ms. Deng Chengzi Event Executive		Ms. Selena Li Senior Project Manager
Ms. Tu Kae Yun Event Executive		Mr. Kingsley Yu Sales Executive