

IT&CM CHINA 2013 FACT SHEET

(As at 11 April 2013)



EVENT

IT&CM (Incentive Travel & Conventions, Meetings), China [7th Installment]

17 to 19 April 2013

Shanghai World Expo Exhibition & Convention Center • Shanghai, China

Exhibition Hall, Basement 2

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. IT&CM China 2013 is co-organised by 3 parties: **TTG Events**, a business group of TTG Asia Media, **CITS International M.I.C.E** – a wholly-owned subsidiary of CITS (China International Travel Service) and **MP International**. Event Website: www.itcmchina.com

FEATURES

Business

- Buyers-Meet-Sellers (BMS) Appointment Scheduling Session: for Exhibitors and Buyers
- Exhibition and Appointment Sessions: involving both International and Chinese Exhibitors and Buyers
- Official Press Conference and Media Briefings by National Tourism Organisations and Industry Organisations (for Media Only)

Education

- 9 Association Meetings and Corporate Travel sessions, as part of the Association Meetings Forum / Association Day (18 April) and Corporate Travel Forum (19 April). See page 8 for speaker details.

18 April 2013 Association Meetings Forum / Association Day	19 April 2013 Corporate Travel Forum
Association Meetings Forum Keynote Address The Reform and Future Development of Chinese Associations Speaker: Mr. Liu Youqian	Corporate Travel Forum Opening Address Why Cash Isn't King Speaker: Mr. Rob Morrow Moderator: Mr. Frankie Gao
Association Meetings Forum 2 Homegrown to International: Evolution of Associations in the West and Success Factors Speaker: Ms. Nikki Walker	Corporate Travel Forum 2 Performance Improvement Facilitated Roundtable Discussion
Association Meetings Forum 3 7 Measures of Association Success Speaker: Ms. Maria Tong	Corporate Travel Forum 3 Achieve Maximum Corporate Travel Savings with Innovative ePayments Speaker: Ms. Livia Ang
Association Meetings Forum 4 The Inaugural IT&CM China Not-for-Profit Discourse Speakers: Mr. Simon Pryor and Mr. Ryan Xia	Corporate Travel Forum 4 The 2013 Meetings Risk Mitigation Report Speaker: Ms. Danielle Puceta
	Corporate Travel Forum 5 IT&CM China Corporate Travel Managers Roundtable Discussion [Closed-Door, Limited Seat Session]

Social Events and Functions

- 3 x Pre-Show City Tours of Shanghai
- Opening Ceremony and Welcome Dinner by Kerry Hotel Pudong, Shanghai
- Hosted Luncheons for Buyers and Media by Meetings & Exhibition Hong Kong (MEHK)
- Cocktail Reception for Buyers and Media by Genting Hong Kong
- Hosted Dinner for Buyers and Media by Seoul Tourism Organization (STO)
- IT&CM China Networking Lunch
- Hosted Luncheon for Invited Guests by Business Events Australia
- 2 x Post-Show Tours of Ningbo and Xiamen

Partner Events

- Fundamentals of Business Travel Management™ Course – Associate Level by Global Business Travel Association (GBTA)
- Association Professionals Competencies Briefing by Australasian Society of Association Executives (AuSAE) and Canadian Society of Association Executives (CSAE)
- Future Leaders Forum 2013 by IMEX - MPI – MCI
- One-on-One Database Training by ICCA
- Shanghai Business Events Week (14 to 19 April 2013)

Others

- Buyer and Media Hosting Programme

2013 EVENT OVERVIEW

- 3,000 MICE professionals from sectors including DMCs, PCOs, corporate travel and associations
- 400 hosted delegates
- Over 10,000 business appointments
- Over 60 business, education and networking sessions
- Array of new destinations and new corporate brands taking their own pavilions/booths at the exhibition showcase
- Educational sessions over 2 days covering Association Management/Meetings and Corporate Travel topics
- Networking events by Kerry Hotel Pudong of Shangri-La Hotels and Resorts, Meetings and Exhibitions Hong Kong, Seoul Tourism Organization, Genting Hong Kong and Business Events Australia
- IT&CM China is honoured to anchor an expanded Shanghai Business Events Week (SBEW) that now features 9 industry business, education and networking events. SBEW runs from 14 to 19 April this year

WHAT IS NEW

- Larger percentage of Chinese buyers (65%)
- Greater proportion of Corporate Travel and Association buyers from across China and around the World
- The inaugural Association Day and Corporate Travel Forum and their respective educational sessions
- Up to 100% of business appointments could be scheduled prior to the event via the Pre-Scheduled Appointments (PSA) and Online Diary facilities

DELEGATE STATISTICS (PRE-REGISTERED)

TOTAL: 1,106 from 42 Territories

- **Exhibitors: 700**
- **Buyers: 362**
- **Media: 44**

EXHIBITORS

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

700 Exhibitors from 292 Exhibiting Companies and Organisations

Complete details available in the IT&CM China 2013 Show Directory

Exhibiting International and Chinese MICE Destinations: Beijing, Brussels (Belgium)^{NEW}, Dalian^{NEW}, France, Guangzhou, Guilin^{NEW}, Hangzhou, Hong Kong SAR, Indonesia, Japan, Los Angeles^{NEW}, Macau SAR, Malaysia, Ningbo, Philippines^{NEW}, Sanya, Shanghai, Singapore, South Korea, Taiwan, Thailand, Turkey, United Kingdom, Xiamen^{NEW}

New Corporate Brands Taking Their Own Pavilions / Booths: Accor, Fujita Kanko Hotels & Resorts, JTB Group, Merci France, Memento Asia, New Century Hotels & Resorts, Nippon Travel Agency, Okura Hotels & Resorts, Rosedale Hotel Group, Starwood Asia Pacific Hotels & Resorts, Thai Vision Holidays (Hong Kong) and The Saujana Hotel, Kuala Lumpur

Largest Exhibiting Pavilions: Shanghai (180sqm), Macau Government Tourist Office (168sqm)

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

362 Buyers (35% International – 65% China) from 37 Territories: Argentina, Australia, Belgium, Brazil, Bulgaria, Cambodia, Canada, China PR, Chinese Taipei, Cyprus, France, Germany, Greece, Hong Kong SAR, Hungary, India, Indonesia, Italy, Malaysia, Netherlands, Philippines, Poland, Russia, Singapore, South Africa, South Korea, Spain, Sri Lanka, Sweden, Switzerland, Thailand, Turkey, Ukraine, United Arab Emirates, United Kingdom, United States of America and Vietnam.

Complete details available in the IT&CM China 2013 Buyer's Profile

International Buyers Breakdown by Region:

Asia-Pacific (Less China)	48%
Europe	42%
Americas	7%
Middle East	2 %
Others	1 %

Percentage of New Buyers: 67%

Largest Number of International Buyers from: India (12), Ukraine (10), Australia (9) and Singapore (9)

Types of Buyers:

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

MEDIA

44 Media from 22 Countries (Including China): Australia, Belgium, China PR, Czech Republic, Germany, Hong Kong SAR, Hungary, Italy, Japan, Jordan, Malaysia, Mexico, Netherlands, Poland, Singapore, Slovenia, South Africa, South Korea, Sweden, Turkey, United Kingdom

Media Breakdown by Region:

Europe	39%
China	32%
Asia-Pacific (Less China)	25%
Middle East	2%
Others	2%

Largest Number of Media Delegates from:

Australia (9%), Belgium (7%), Italy (4.5%), Malaysia (4.5%), Poland (4.5%), Singapore (4.5%)

New Participating Countries: Czech Republic, Mexico, Netherlands, Slovenia, South Africa, South Korea

Media Partners:

- 5 Official Media
- 29 Media Affiliates (20 International | 9 Chinese)

SOCIAL FUNCTIONS & ACTIVITIES

1. Pre-Show City Tours In Shanghai

- a) TOUR 1: Tour of China Art Museum 16 April | 1500 - 1700hrs
 b) TOUR 2: Tour of Club PANORAMA with reception and Huangpu River 16 April | 1800 - 2130hrs
 c) TOUR 3: Tour of Twelve at Hengshan and Four Seasons Hotel Pudong 17 April | 0900 - 1200hrs
Open To: All registered international Buyers and Media delegates only. (Registration is closed)

2. IT&CM China Opening Ceremony & Welcome Dinner

Date: 17 April 2013, Wednesday
 Time: 1830 – 2100hrs
 Venue: Grand Shanghai Ballroom, Kerry Hotel Pudong
 Entry: For all Delegates
 Dress Code: Smart Casual

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

Date: 18 April 2013, Thursday
 Time: 1230 – 1330hrs
 Venue: InterContinental Shanghai Expo, Grand Ballroom 1 & 2
 Entry: For Buyers, Media & Invited Guests - Entry by delegate badge or invitation only
 Dress Code: Business Attire

4. Cocktail Reception Hosted By Genting Hong Kong

Date: 18 April 2013, Thursday
 Time: 1545 – 1630hrs
 Venue: Buyer's Lounge, Exhibition Hall, Basement 2, SWEECC
 Entry: For Buyers, Media & Invited Guests - Entry by delegate badge or invitation only
 Dress Code: Business Attire

5. Dinner Hosted By Seoul Tourism Organization (STO)

Date: 18 April 2013, Thursday
 Time: 1830 – 2130hrs
 Venue: Gran Melia Shanghai, Suncuba Ballroom
 Entry: For Buyers, Media & Invited Guests - Entry by delegate badge or invitation only
 Dress Code: Business Attire

6. IT&CM China Networking Lunch

Date: 19 April 2013, Friday
 Time: 1230 – 1330hrs
 Venue: Exhibition Hall, Basement 2, SWEECC
 Entry: For Buyers, Media & Invited Guests - Entry by delegate badge or invitation only
 Dress Code: Business Attire

7. Lunch Hosted By Business Events Australia (BEA)

Date: 19 April 2013, Friday
 Time: 1230 – 1330hrs
 Venue: InterContinental Expo Shanghai, Villa 9
 Entry: For Invited Guests only
 Dress Code: Business Attire

8. Post-Show Tours To:

- a) Ningbo: 2 Days 1 Night
 b) Xiamen: 3 Days 2 Night

OFFICIAL PRESS CONFERENCE & MEDIA BRIEFINGS

IT&CM China 2013 Official Press Conference

17 April 2013, Wednesday | 1630 – 1730hrs
Huangpu Auditorium, Gran Melia Shanghai

- **Mr. Darren Ng**, Managing Director, TTG Asia Media
- **Mr. Chen Yueliang**, Vice President, China International Travel Service (CITS) Limited, Head Office
- **Ms. Esther Ho**, General Manager, MP International (Shanghai)

Media Briefings

Venue: Conference Room 10, Basement 2, SWECC

18 April 2013, Thursday		Presenter
1030 – 1100	By Thailand Convention & Exhibition Bureau	Ms. Parichat Syetasreni Marketing Communication Director arisar_t@tceb.or.th
1130 – 1200	By Starwood Hotels & Resorts	Ms. Carol Chung Senior Regional Director carol.chung@starwoodhotels.com
1500 – 1530	By Xiamen Municipal Bureau of Commerce	Mr. Qiu Guoye Division Chief xmcea.2@163.com
1600 – 1630	By MasterCard Worldwide	Mr. Dennis Chang Head of China sarah.tang@mastercard.com
19 April 2013, Friday		Presenter
1030 – 1100	By Guilin Tourism Bureau	Ms. Zhang Zhihong Deputy Director gnsck@163.com
1130 – 1200	By New Century Hotels & Resorts	Ms. Lina Li Deputy General Manager zhouronghua@kaiyuanhotels.com
1500 – 1530	By Los Angeles Tourism & Convention Board	Ms. Jamie Lee Regional Director EZhou@LATourism.org

MEDIA CENTRE

Date: 18 to 19 April 2013 (Thursday to Friday)
Opening Hours: 0900 – 1730hrs (Thursday) | 0900 – 1700hrs (Friday)
Venue: Exhibition Hall, Basement 2, SWECC

Refer to <http://www.itcmchina.com> for Media Centre Facilities and Guidelines

EXHIBITION INFORMATION

Exhibition Admission

Admission to IT&CM China 2013 Exhibition is by delegate badge on 18 – 19 April 2013.

Exhibition Hours

18 April 2013 (Thursday) 1000 – 1730hrs
19 April 2013 (Friday) 0930 – 1700hrs

Registration Hours

18 April 2013 (Thursday) 0900-1730hrs
19 April 2013 (Friday) 0830-1700hrs

All registrations will take place at Registration Counters, Exhibition Hall Lobby, Basement 2, SWECC.

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 2, SWEECC

Reimbursement Office

Venue: Reimbursement Room, Exhibition Hall, Basement 2, SWEECC
Date: 18 April 2013 (Thursday) 19 April 2013 (Friday)
Time 1400 – 1730hrs 1030 – 1700hrs

Official Contractor

Pico IES Group (China) Co., Ltd
On-Site Office: Exhibition Hall Lobby, Basement 2, 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

APT Showfreight Shanghai Co., Ltd
On-Site Office: Exhibition Hall Lobby, Basement 2, SWEECC
Main Office: RM 901-2, Modern Plaza Tower 1
360 Xian Xia Road, Changning District
Shanghai, PR China, 200336
Contact: Mr. Felix Fei
Tel: +86 21 6124 0090 Ext. 320 | Fax: +86 21 6124 0091
Email: felix.fe@aptshowfreight.com
Website: www.aptshowfreightlogistics.com

Tours Counter

Exhibition Hall Lobby, Basement 2, SWEECC

EVENT ORGANISERS

TTG Events, A Business Group of TTG Asia Media

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

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

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)
- Global Business Travel Association (GBTA)
- International Association of Professional Congress Organisers (IAPCO)
- International Congress & Convention Association (ICCA)
- Outbound Tour Operators Association of India (OTOAI)
- Pacific Asia Travel Association (PATA)
- Society of Incentive Travel Executives (Site) – China Chapter

Industry Partner

- MCI Group

Official Media

- TTG-BTmice China
- TTGmice
- TTG China
- TTG Asia
- TTG India

Media Affiliates

- BBT Online
- China BT Mice
- China Economic Review
- China Hospitality News
- EMice
- Events China
- Executive PA
- Grand Hotels
- Incentive Travel & Corporate Meetings
- Inventme.net
- Kongres Magazine
- Korea Tourism News
- Másexpos Congresos & Convenciones
- MeetME
- MeeTurkey
- Mice in Asia
- MICE Japan
- MICE Magazine
- MICE Poland
- MICE2/ BUSINESS2
- MICE-Contact
- Micenet ASIA
- Mix Magazine
- The Event Newspaper
- Travel Trade China
- Travel World China
- TravelDailyNews
- TRAVELinc
- TTG Central Europe

Official Hotels

- Four Points by Sheraton Shanghai Pudong
- Gran Meliá Shanghai
- Kerry Hotel Pudong Shanghai
- Renaissance Shanghai Yu Garden Hotel
- Shanghai Marriott Luwan

Sponsorships & Hosts

- Opening Ceremony & Welcome Dinner: Kerry Hotel Pudong Shanghai
- Hosted Luncheon on 18 April 2013: Meetings & Exhibitions Hong Kong (MEHK)
- Cocktail Reception on 18 April 2013: Genting Hong Kong
- Hosted Dinner on 18 April 2013: Seoul Tourism Organization (STO)
- Hosted Luncheon on 19 April 2013: Business Events Australia (BEA)
- Delegate Bags Sponsor: Sanya Tourism Bureau
- Pre-Show City Tours: Shanghai Municipal Tourism Administration (SMTA)
- Post-Show Tour: Ningbo Municipal Tourism Administration, Xiamen Municipal Bureau of Commerce
- Official Technology Partner: Info Salons China
- Simultaneous Interpretation Service: ZX Meeting Translation Service

IT&CM China 2013 Opening Keynote Address and Seminar Speakers

Name	Designation	Company	Country
1. Mr. Liu Youqian	Chief Executive Officer	Federation of China Trade Associations & Chambers of Commerce	China PR
2. Ms. Nikki Walker	Global Vice President	Association Management & Consulting, MCI	Dubai
3. Ms. Maria Tong	China Representative	American Society of Association Executives	China PR
4. Mr. Simon Pryor	Principal Professional Learning & Certification Advisor	Australasian Society of Association Executives	Australia
5. Mr. Ryan Xia	Office and Finance Manager	Tenpin Bowling Association of Queensland	Australia
6. Mr. Rob Morrow	Global Director of Performance Improvement	MCI Singapore	Singapore
7. Mr. Frankie Gao	Managing Director	MCI China	China PR
8. Ms. Livia Ang	Regional Lead for T&E, Global Commercial Products Asia Pacific, Middle East & Africa	MasterCard Worldwide	Singapore
9. Ms. Danielle Puceta	Head	American Express Meetings & Events	Australia

IT&CM CHINA 2014

Date: 15 to 17 April 2014

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. Dake Zhu Director of PCO, PEO & Events	Mr. Jason Ng Executive Director
Mr. Ooi Peng Ee General Manager		
Ms. Winnie Chua Event Manager		
Exhibitors, Sales and Sponsorship		
Ms. Loraine See Business Manager	Mr. Dake Zhu Director of PCO, PEO & Events	
Ms. Chermaine Poh Event Executive	Ms. Novyanna Wu Project Manager of PCO & PEO	
	Ms. Jucy Yuan Project Assistant of PCO & PEO	
Buyers Hosting Programme		
Ms. Liang Qi Pei Event Executive	Mr. Matt Ma Project Assistant of PCO & PEO	
Ms. Deng Chengzi Event Executive		
Mr. Shi Yi Hui Event Executive		
Marketing Communications and Media Hosting Programme		
Ms. Cheryl Tan Corporate Marketing Manager	Ms. Sophie Zhou Project Assistant of PCO & PEO	Ms. Selena Li Senior Project Manager
Ms. Eileen Teo Marketing Executive		Ms. Chris Zhang Project Executive
Ms. Olivia Ng Event Executive		
Conference		
Ms. Caroline Boey Conference Program Developer	Mr. Dake Zhu Director of PCO, PEO & Events	
Ms. Tu Kae Yun Event Manager		
Operations		
Ms. Roz Rohman Operations Manager		Ms. Selena Li Senior Project Manager
		Ms. Dreamy Jiang Project Assistant