

IT&CM CHINA 2014 FACT SHEET

(As at 21 April 2014)



EVENT

IT&CM (Incentive Travel & Conventions, Meetings), China [8th Installment]

15 to 17 April 2014

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 international 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 international and leading Chinese players in the MICE industry to explore business opportunities on all fronts – inbound, outbound and domestic. Delegates to the 3-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 2014 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

- Up to 100% Pre-Scheduled Appointments: 60% via PSA and Remaining 40% via Online Diary
- 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)
- 3 Association Meetings Presentations and 3 Corporate Travel Presentations

Education

- 7 Association Day (16 April) and Corporate Travel Forums (17 April). See page 6 for speaker details.

16 April 2014 Association Day	17 April 2014 Corporate Travel Forum
Association Day Forum 1 Association Meetings in China: The Role of a PCO in Winning Business for China Moderator: Alicia Yao Panellists: Jennifer Salsbury and Huang Bo	Corporate Travel Forum 1 The Business Case for Green Meetings Speaker: Eric Ricaurte
Association Day Forum 2 Learning from Success: Large-scale Association Meetings Speaker: Richard Wu	Corporate Travel Forum 2 A Global Update on Incentives – China Focus Speakers: Joost de Meyer, Alicia Yao, Liu Ping
Association Day Forum 3 Social Media: A New Paradigm for Association Meetings? Moderator: Zhang Nan Panellists: Tang Liang, Lu Chenyu and Wu Chao	Corporate Travel Forum 3 Localising Global Travel Policies for China Moderator: Benson Tang Panellists: Elaine Huang, Jennie Zhao and Liu Kai
	Corporate Travel Forum 4 IT&CM China Corporate Travel Managers Roundtable Discussion [Closed-Door, Limited Seat Session]

Social Events and Functions

- 2 x Pre-Show City Tours of Shanghai
- Opening Ceremony and Welcome Dinner
- Hosted Luncheon for Buyers and Media by Meetings & Exhibition Hong Kong (MEHK)
- IT&CM China Networking Lunch
- Hosted Luncheon for Invited Guests by Business Events Australia
- 1 x Post-Show Tour

Partner Events

- Association Professionals Competencies Briefing by Australasian Society of Association Executives (AuSAE) and Canadian Society of Association Executives (CSAE)
- Future Leaders Forum 2014 by IMEX – MPI – MCI
- One-on-One Database Training by ICCA
- Shanghai Business Events Week (14 to 19 April 2014)

Others

- Buyer and Media Hosting Programme
- Show Preview (14 April)
- Video Dailies (15 – 17 April)
- Mobile App (www.itcmchina.mobi)

2014 EVENT OVERVIEW

- 3,000 MICE professionals from sectors including DMCs, PCOs, corporate travel and associations
- 400 hosted delegates
- Over 12,000 business appointments
- Over 70 business, education and networking sessions
- Array of new international and Chinese destinations, and new exhibiting industries
- Educational sessions over 2 days covering Association Management/Meetings and Corporate Travel topics
- Networking events by Meetings and Exhibitions Hong Kong and Business Events Australia
- Shanghai Business Events Week runs from 14 to 19 April this year

WHAT IS NEW

- Larger percentage of Chinese buyers (70%)
- Larger percentage of new buyers (65%)
- Newly formed MICE Committee of China Association of Travel Services (CATS) delivers 50 MICE buyers
- Tie up with new supporting associations Association of Corporate Travel Executives (ACTE), Meeting Professionals International (MPI) and Society of Incentive & Travel Executives (Site)
- Association Meetings Presentations
- Corporate Travel Presentations
- Technology Presentation
- Mobile App (www.itcmchina.mobi)

DELEGATE STATISTICS (PRE-REGISTERED)

TOTAL: 1817 from 39 Territories

- **Exhibitors: 1114**
- **Buyers: 676**
- **Media: 27**

EXHIBITORS

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

1114 Exhibitors from 332 Exhibiting Companies and Organisations

Complete details available in the IT&CM China 2014 Show Directory

Exhibiting International and Chinese MICE Destinations: Australia, Guilin, Guangdong, Hainan, Hangzhou, Hong Kong SAR, India, Indonesia, Japan, Jeju, Macau SAR, New Zealand, Ningbo, Philippines, Sanya, Shanghai, Singapore^{NEW}, South Korea, Sri Lanka^{NEW}, Suzhou, Taihu, Taiwan^{NEW}, Thailand, United Arab Emirates^{NEW}, United Kingdom^{NEW}, United States of America^{NEW}, Vietnam, Xiamen

New Corporate Brands Taking Their Own Pavilions / Booths: Aspen, Best Western, Costa Crociere, Etihad Airways, HG Travel, Mission Hills Haikou, Oberoi Group, Royal Caribbean Cruises, Westminster, Zhuhai International Convention & Exhibition Center

Largest Exhibiting Pavilions: Macau Government Tourism Office (180sqm), Japan National Tourism Organization (100sqm), Korea Tourism Organization (100sqm),

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

676 Buyers (30% International – 70% China) from 30 Territories: Australia, Belgium, Brazil, Bulgaria, China PR, Czech Republic, France, Germany, Greece, Hong Kong SAR, India, Indonesia, Ireland, Israel, Italy, Malaysia, Netherlands, Philippines, Poland, Russia, Singapore, South Africa, South Korea, Spain, Switzerland, Taiwan, Thailand, Turkey, United Kingdom and United States of America.

Complete details available in the IT&CM China 2014 Buyer's Profile

International Buyers Breakdown by Region:

Asia-Pacific (Less China)	46%
Europe	41%
Americas	8%
Middle East	2 %
Others	3 %

Percentage of New Buyers: 65%

Largest Number of International Buyers from: Singapore (15), India (10), Poland (9), United States of America (9)

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

27 Media from 14 Countries (Including China): Australia, Belgium, China PR, Germany, Greece, Hong Kong SAR, India, Jordan, Malaysia, Mexico, Poland, Slovenia, South Africa, Turkey

Media Breakdown by Region:

Europe	30%
America	4%
China	41%
Asia-Pacific (Less China)	19%
Middle East	4%
Others	4%

Largest Number of Media Delegates from: Australia (7%), Germany (7%), Poland (7%)

New Participating Countries: India and Greece

Media Partners:

- 7 Official Media
- 27 Media Affiliates (17 International | 10 Chinese)
- 1 Contributing Media

SOCIAL FUNCTIONS & ACTIVITIES

1. Pre-Show City Tours In Shanghai

- a) TOUR 1: Tour of Shanghai International Sourcing Promotion Center and Tianzifang 14 April | 1500 - 2130hrs
 b) TOUR 2: Tour of Mandarin Oriental Hotel and Maglev train experience 15 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: 15 April 2014, Tuesday
 Time: 1830 – 2100hrs
 Venue: Sunken Plaza of Zone 5, The River Mall
 Entry: For all Delegates
 Dress Code: Smart Casual

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

Date: 16 April 2014, Wednesday
 Time: 1230 – 1330hrs
 Venue: Sheraton Ballroom, Level 1, Sheraton Shanghai Hotel & Residences, Pudong
 Entry: For Buyers, Media & Invited Guests - Entry by delegate badge or invitation only
 Dress Code: Business Attire

4. IT&CM China Networking Lunch

Date: 17 April 2014, Thursday
 Time: 1230 – 1330hrs
 Venue: Exhibition Hall, Basement 2, SWECC
 Entry: For Buyers, Media & Invited Guests - Entry by delegate badge or invitation only
 Dress Code: Business Attire

- 5. Lunch Hosted By Business Events Australia (BEA)**
 Date: 17 April 2014, Thursday
 Time: 1230 – 1330hrs
 Venue: InterContinental Expo Shanghai, Villa 9
 Entry: For Invited Guests only
 Dress Code: Business Attire

- 6. Post-Show Tour To Hangzhou: 3 Days 2 Nights**

OFFICIAL PRESS CONFERENCE & MEDIA BRIEFINGS

IT&CM China 2014 Official Press Conference

15 April 2014, Wednesday | 1630 – 1730hrs

Huangpu Auditorium, Gran Kempinski Shanghai

- **Mr. Darren Ng**, Managing Director, TTG Asia Media
- **Ms. Yayu Wang**, General Manager, Shanghai Branch, CITS International M.I.C.E. Co., Ltd.
- **Mr. Jason Ng**, Executive Director, MP International Pte Ltd

Media Briefings

Venue: Conference Room 10, Basement 2, SWEECC

16 April 2014, Wednesday		Presenter
0930 – 1000	Xiamen Conference & Exhibition Association	Ms Jane Lin , Liaison Officer, Liaison Development Division
1030 – 1100	Zhuhai International Convention & Exhibition Center	Mr Su Hua , Huafa Group Office Director, Branding Division Manager, General Manager Assistant of Zhuhai Shizimen Central Business District Development Holdings Co., Ltd.
1130 – 1200	Guilin Municipal Tourism Bureau	Mr Zhang Zhi Hong , Assistant Director
17 April 2014, Thursday		Presenter
1030 – 1100	HNA Hospitality Group	Mr John Kidd , President
1130 – 1200	TTG Asia Media and Carlson Wagonlit Travel	Mr Darren Ng , Managing Director, TTG Asia Media Mr Albert Zhong , Managing Director, China, Carlson Wagonlit Travel

MEDIA CENTRE

Date: 16 to 17 April 2014 (Wednesday to Thursday)

Opening Hours: 0900 – 1730hrs (Wednesday) | 0900 – 1700hrs (Thursday)

Venue: Exhibition Hall, Basement 2, SWEECC

Refer to www.itcmchina.com for Media Centre Facilities and Guidelines

EXHIBITION INFORMATION

Exhibition Admission

Admission to IT&CM China 2014 Exhibition is by delegate badge on 16 – 17 April 2014.

Exhibition Hours

16 April 2014 (Wednesday) 1000 – 1730hrs

17 April 2014 (Thursday) 0930 – 1700hrs

Registration Hours

16 April 2014 (Wednesday) 0900-1730hrs

17 April 2014 (Thursday) 0900-1700hrs

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

Reimbursement Office

Venue: Reimbursement Room, Exhibition Hall, Basement 2, SWEECC
Date: 17 April 2014 (Thursday)
Time 0930 – 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 6010 8780 | Fax: +86 21 6010 8601
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: Ms. Candy Jiang
Tel: +86 21 6124 0090 Ext. 308 | Fax: +86 21 6124 0091
Email: candy.jiang@aptshowfreight.com
Website: www.aptshowfreightlogistics.com

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)
- Association of Corporate Travel Executives (ACTE)
- Australasian Society of Association Executives (AuSAE)
- Canadian Society of Association Executives (CSAE)
- Euromic
- International Association of Professional Congress Organisers (IAPCO)
- International Congress & Convention Association (ICCA)
- MICE Committee of China Association of Travel Services (CATS)
- Meeting Professionals International (MPI)
- Outbound Tour Operators Association of India (OTOAI)
- Pacific Asia Travel Association (PATA)
- Society of Incentive Travel Executives (Site)

Technology Partner

- Crowdcomms
- Info Salons China

Official Media

- TTG-BTmice China
- TTGmice
- TTGassociations
- TTG China
- TTG Asia
- TTG India
- TTG Asia Luxury
- TTG Show Daily

Media Affiliates

- BBT Online
- Beijing K&D MICE Media
- Business Traveller China
- China BT Mice
- CIM News Magazine
- China Hospitality News
- eGlobal Travel Media
- Events China
- Executive PA Magazine Australia & Asia
- Grand Hotels
- Kongres Magazine
- Másexpos Congresos & Convenciones
- MeetingsChina Magazine
- MeeTurkey
- MICE in Asia
- MICE Magazine China
- MICE Middle East
- MICE Poland
- MICE-Contact
- MICEtalk
- The Event
- Tourism-Insider
- Travel Daily News Network
- Travel Trade China
- Travel World China
- TTG Central Europe
- World Travel Online

Official Hotels

- Grand Kempinski Shanghai
- Intercontinental Shanghai Expo
- Oriental Riverside Hotel

Sponsorships & Hosts

- Opening Ceremony & Welcome Dinner:
- Hosted Luncheon on 16 April 2014: Meetings & Exhibitions Hong Kong (MEHK)
- Hosted Luncheon on 17 April 2014: Business Events Australia (BEA)
- Delegate Bags Sponsor: Sanya Tourism Bureau
- Pre-Show City Tours: Shanghai Municipal Tourism Administration
- Post-Show Tour: Hangzhou Tourism Commission
- Simultaneous Interpretation Service: Shanghai Dingmai Electronics Technology

IT&CM China 2014 Seminar Speakers

Name	Designation	Company	Country
1. Alicia Yao	General Manager	IME Consulting	China PR
2. Jennifer Salsbury	Senior Director	China National Convention Center	China PR
3. Huang Bo	Vice-Chairman	Department of Immunology, Chinese Academy of Medical Sciences	China PR
4. Richard Wu	Chairman	IDA Executive Committee	Taiwan
5. Zhang Nan	Project Manager	MPI	China PR
6. Tang Liang	Founder and CEO	Eventown Group	China PR
7. Lu Chenyu	Director of Standard Institute	China Electrical Equipment Industry	China PR
8. Wu Chao	General Manager	STOMice	China PR
9. Eric Ricaurte	Founder and CEO	Greenview	Singapore
10. Joost de Meyer	Chairman and CEO	First Incentive Travel, Inc	America
11. Liu Ping	CEO	China Star Ltd	China PR
12. Benson Tang	Regional Director, Asia	Association of Corporate Travel Executives	Hong Kong
13. Elaine Huang	Travel Category Manager (GCR), Global Procurement Group	Microsoft	China PR

14. Jennie Zhao	Corporate Service Manager, Group Procurement Service	Clariant Chemicals	China PR
15. Liu Kai	Country Manager	Volvo	China PR

IT&CM CHINA 2015

Date: 14 to 16 April 2015

CONTACTS

TTG Events, a business group of TTG Asia Media

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PROJECT TEAM

TTG EVENTS	CITS INTERNATIONAL MICE	MP INTERNATIONAL
Project Management		
Mr. Darren Ng Managing Director	Mr. Zhang Jian Executive General Manager	Mr. Jason Ng Executive Director
Mr. Ooi Peng Ee General Manager	Mr. Wang Lei Project Manager	Ms. Cherry Ye Assistant General Manager
Ms. Winnie Chua Event Manager		
Exhibitors, Sales and Sponsorship		
Ms. Daisy Zhou Senior Country Manager in China	Mr. Wang Lei Project Manager	
Mr. Low Li Wei Assistant Business Manager	Mr. Raymond Ma Account Manager	
Mr. Christopher Seet Event Executive		
Buyers Hosting Programme		
Ms. Liang Qi Pei Event Executive	Mr. Ding Guanxiong Account Manager	
Ms. Deng Chengzi Event Executive		
Ms. Ong Shu Zhen Event Executive		
Marketing Communications and Media Hosting Programme		
Ms. Cheryl Tan Corporate Marketing Manager	Ms. Wang Nan Account Manager	Mr. Lucas Ren Assistant Marketing Manager
Ms. Eileen Teo Marketing Executive		
Ms. Olivia Ng Event Executive		

Conference

Ms. Jo-Ann Siregar

Conference Program Developer

Ms. Tu Kae Yun

Event Manager

Mr. Shi Yi Hui

Event Executive

Operations

Ms. Roz Rohman

Operations Manager

Mr. Lucas Ren

Assistant Marketing Manager