

# IT&CM CHINA 2016 FACT SHEET

(As at 4 April 2016)

## EVENT

**IT&CM (Incentive Travel & Conventions, Meetings), China [10<sup>th</sup> Installment]**

**6 to 8 April 2016**

www.itcmchina.com | chinese.itcmchina.com

**Shanghai Convention & Exhibition Center of International Sourcing • Shanghai, China**

No. 35 Zhongjiang Road, Putuo District, Shanghai, PR China

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## 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 2015 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**.

## 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 Destination Presentations by
  - Jeju Convention & Visitor Bureau 7 April 1400 - 1420hrs
  - Macau Trade and Investment Promotion Institute 7 April 1430 - 1450hrs
  - Malaysia Convention & Exhibition Bureau 7 April 1500 - 1520hrs

### Education

- **Spotlight On Incentive** (6 April). See page 6 for speaker details.  
In Collaboration with SITE  
Moderator: Robert Cotter  
Co-Presenters: Alicia Yao, Joost De Meyer
- 4 Association Day Forums @ IT&CM China (7 and 8 April). See page 6 for speaker details.

7 April 2016 Association Day	8 April 2016 Association Day
Association Day Forum 1 <b>Understanding the Chinese Association Meeting Market</b> Co-Presenters: Alicia Yao, Gao Fu	Association Day Forum 3 <b>Best Practices in Association Meeting Planning</b> Moderator: Noor Ahmad Hamid Panellists: Prof Edathil Vijaya, Felicitas Wressnig, Eric Schmidt
Association Day Forum 2 <b>WeChat Marketing for Associations</b> Presenter: Ken Worker	Association Day Forum 4 <b>Association Management in the Digital Age</b> Presenter: Olivia Ji

- 6 Campfire Sessions (7 and 8 April) See page 6 for speaker details.

7 April 2015	8 April 2015
Campfire 1 (In collaboration with SITE) <b>Introducing the Power of Incentive Travel</b> Co-Presenters: Alicia Yao, Joost De Meyer	Campfire 4 <b>Understanding Corporate Travel in China</b> Presenter: Karen Zhang
Campfire 2 <b>WeChat Marketing for the Travel Industry</b> Presenter: Ken Worker	Campfire 5 <b>Artificial Intelligence in MICE</b> Presenter: Ivanka Xu
Campfire 3 <b>Perfect Your Procurement Strategy</b> Presenter: Annie Wang	Campfire 6 <b>Mobile Innovation for Smart Events</b> Presenter: Vicky Zhang

### Social Events and Functions

- 2 x Pre-Show City Tours of Shanghai
- Opening Ceremony and Welcome Dinner
- 2 x IT&CM China Networking Lunch
- 1 x Networking Cocktail
- 1 x Post-Show Tour

### Partner Events

- CTW China 2016
- Future Leaders Forum 2016 by IMEX – MPI – MCI

### Others

- Buyer and Media Hosting Programme
- Show Preview as part of TTG Show Daily Day 1 (6 April)
- WeChat account (ID: ITCMCH)
- 10<sup>th</sup> Anniversary photowall, photo-taking and photo printing services

### 2016 EVENT OVERVIEW

- 3,000 MICE professionals from sectors including DMCs, PCOs, corporate travel and associations
- 400 hosted delegates
- Over 14,000 business appointments
- Over 70 business, education and networking sessions
- Array of new international and Chinese destinations, and new exhibiting industries
- Educational sessions over 3 days covering Association Management/Meetings and MICE-interest topics

### WHAT IS NEW

- WeChat account (ID: ITCMCH)
- Spotlight On Incentive (In Collaboration With SITE)
- Two-track Media Briefing format for International and Chinese media respectively
- 10<sup>th</sup> Anniversary photowall, photo-taking and photo printing services

### DELEGATE STATISTICS (PRE-REGISTERED)

**TOTAL: 1,206 from 56 Territories**

- **Exhibitors: 641**
- **Buyers: 506**
- **Media: 59**

### EXHIBITORS

**Exhibition Area (gross):** 5,500 square metres (sqm)

#### 641 Exhibitors from 280 Exhibiting Companies and Organisations

*Complete details available in the IT&CM China 2015 Show Directory*

**Exhibiting International and Chinese MICE Destinations:** Abu Dhabi, Bali, Berlin, Chengdu, France, Guilin, Hangzhou, Hong Kong, Indonesia, Japan, Jeju, Macau, Malaysia, Ningbo, Penang, Philippines, Shanghai, Singapore, South Korea, Taitung, Taiwan, Thailand, United Kingdom, United States of America, Xiamen

**New Destination/Corporate Brands Taking Their Own Pavilions / Booths:** Banks-Sadler, Chateauform, Castle & Wine France, ClubMed, Daimaru Matsuzakaya Department Store, Hard Rock International, Imperial Springs, Indonesia Convention Exhibition, Jixiu Technology, LN Hospitality Management, Taitung Government Department of Tourism, The Shilla, Wavenet, WHMing Hotels, Wonderlinks

**Largest Exhibiting Pavilions:** Macau Trade and Investment Promotion Institute (192sqm), Meetings & Exhibitions Hong Kong (144sqm), Korea Tourism Organization (100sqm)

#### Types of Exhibitors:

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

## BUYERS

**506 Buyers (30% International – 70% China) from 40 Territories:** Albania, Australia, Austria, Bangladesh, Belgium, Bulgaria, Cambodia, Canada, China PR, France, Germany, Greece, Hong Kong SAR, Hungary, India, Indonesia, Israel, Italy, Japan, Lithuania, Malaysia, Myanmar, New Zealand, Pakistan, Philippines, Poland, Portugal, Romania, Russia, Singapore, South Africa, South Korea, Sweden, Switzerland, Taiwan, Thailand, Ukraine, United Arab Emirates, United Kingdom and United States of America  
*Complete details available in the IT&CM China 2016 Buyer's Profile*

### International Buyers Breakdown by Region:

Asia-Pacific (Less China)	47%
Europe	38%
Americas	10%
Middle East	5%

**Percentage of New Buyers:** 66%

**Largest Number of International Buyers from:** India, Malaysia, United States of America

### 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

**59 Media from 16 Territories (Including China):** Australia, China PR, Denmark, Germany, Hong Kong SAR, India, Italy, Japan, Singapore, Slovenia, South Africa, South Korea, Sri Lanka, United Kingdom, United States of America

### Media Breakdown by Region:

China	69%
Asia-Pacific (Less China)	15%
Europe	12%
America	2%
Others	2%

**Largest Number of Media Delegates from:** China (69%), Germany (5%), India (2%), South Korea (2%)

**New Participating Territories:** Denmark, Hong Kong SAR, Italy, Singapore, South Africa, United Kingdom, United States of America

### Media Partners:

- 8 Official Media
- 17 Media Affiliates
- 1 Contributing Media

## SOCIAL FUNCTIONS & ACTIVITIES

### 1. Pre-Show City Tours In Shanghai

- a) TOUR 1: Tianzifang, Yuyuan Garden, The Bund, Cocktail by AccorHotels 5 April | 1400 - 1900hrs  
 b) TOUR 2: Tianzifang, Yuyuan Garden, The Bund, Brunch by Grand Kempinski Shanghai 6 April | 0900 - 1300hrs  
*Open To: All registered international Buyers and Media delegates only. (Registration is closed)*

### 2. IT&CM China | CTW China 2016 Joint Opening Ceremony & Welcome Dinner

Date: 6 April 2016, Wednesday  
 Time: 1830 – 2100hrs  
 Venue: Grand Ballroom, Marriott Shanghai Parkview  
 Entry: For all Delegates  
 Dress Code: Smart Casual

### 3. IT&CM China Networking Cocktail by JW Marriott Changfeng Park

Date: 7 April 2016, Thursday  
 Time: 1800 – 1930hrs  
 Venue: Ballroom A, JW Marriott Changfeng Park  
 Entry: For Invited Buyers, Media only  
 Dress Code: Business Attire

#### 4. IT&CM China Networking Lunch

Date: 7 & 8 April 2016, Thursday & Friday  
 Time: 1230 – 1330hrs  
 Venue: Buyers Lounge & Lunch Area, Exhibition Hall, Level 1, SHCEC  
 Entry: For Buyers, Media & Invited Guests - Entry by delegate badge or invitation only  
 Dress Code: Business Attire

#### 5. Post-Show Tour To Kyushu, Japan: 5 Days 4 Nights

### OFFICIAL PRESS CONFERENCE & MEDIA BRIEFINGS

#### IT&CM China 2016 Official Press Conference

6 April 2016, Wednesday | 1330 – 1430hrs  
 Shanghai Marriott Parkview, Meeting Room 1

- **Mr. Darren Ng**, Managing Director, TTG Asia Media
- **Ms. Zhang Shuo**, Deputy General Manager, CITS International M.I.C.E. Co., Ltd.
- **Ms. See Lay Eng**, Director, MP International Pte Ltd

#### Media Briefings

Venue: Presentation Lounge, Exhibition Hall, Level 1, SHCEC (For International Media)  
 Room 3M2, Level 3, SHCEC (For Chinese Media)

6 April 2016, Wednesday		
1530 – 1600	<b>Media Briefing by CWT x TravelSky</b> Shanghai Marriott Parkview, Meeting Room 1	
7 April 2016, Thursday		
0930 – 1000	<b>Hangzhou Tourism Commission (English)</b> Presenter: <b>Roger Shu</b> , MICE Director	<b>Thailand Convention &amp; Exhibition Bureau (Mandarin)</b> Presenter: <b>Parichat Svetasreni</b> , Director of Marketing and Corporate Image Department
1015 – 1045	<b>Xiamen Conference and Exhibition Association (English)</b> Presenter: <b>Jing Jing Liao</b> , Liaison Officer	<b>Delta Air Lines (Mandarin)</b> Presenter: <b>Mandy Zhou</b> , Director
1100 - 1130	<b>Chengdu Municipal Bureau of Exposition (English)</b>	<b>Taitung Government Department of Tourism (Mandarin)</b>
1145 - 1215	<b>Ningbo Tourism Administration (English)</b> Presenter: <b>Tian Yi Song</b>	<b>MEET Taiwan &amp; Kaohsiung (Mandarin)</b> Presenter: <b>Kyleen Hsieh</b> , Project Manager
8 April 2016, Friday		
0930 – 1000	<b>Taitung Government Department of Tourism (English)</b>	<b>Wyndham Hotel Group (Mandarin)</b> Presenter: <b>Kitty Huang</b> , Vice President – Customer Loyalty & Revenue Generation, Greater China <b>Shunan Wang</b> , Manager, CRM & Loyalty Marketing
1015 – 1045	<b>Daimaru Matsuzakaya Department Store (English)</b> Presenter: <b>Emily Lee</b> , Project Manager, <b>Keiichi Ong</b> , General Manager	<b>Macau Trade and Investment Promotion Institute (Mandarin)</b> Presenter: <b>Sam Lei</b> , Senior Manager – Promotional Activities Department
1130 - 1200	<b>Club Med (English)</b>	<b>AccorHotels (Mandarin)</b>

### EXHIBITION INFORMATION

#### Exhibition Admission

Admission to IT&CM China 2016 Exhibition is by delegate badge on 7 – 8 April 2016.

#### Exhibition Hours

7 April 2016 (Thursday) 1000 – 1730hrs  
 8 April 2016 (Friday) 0930 – 1700hrs

#### Registration Hours

7 April 2016 (Thursday) 0900-1730hrs  
 8 April 2016 (Friday) 0900-1700hrs

All registrations will take place at Registration Counters, Exhibition Hall Lobby, Level 1, SHCEC

#### Badge Categories

- Red Exhibitor
- Blue Buyer
- Green Media
- Purple VIP
- Pink Trade Visitor
- Yellow Speaker

- Orange Organiser, Staff
- Clear Future Leaders Forum

## ON-SITE SERVICES

### Show Organisers' Office

Exhibition Hall, Level 1, SHCEC

### Reimbursement Office

Venue: Reimbursement Room, Room 3M4, Level 3, SHCEC

Date: 8 April 2016 (Friday)

Time 0930 – 1630hrs

### Official Contractor

Pico IES Group (China) Co., Ltd

On-Site Office: Exhibition Hall, Level 1, SHCEC

Main Office: No. 99 Lane 4499, Cao'an Highway, Jiading District, Shanghai 201804, China

Contact: Mr. Sakya Zhao

Tel: +86 21 6010 8912 | Fax: +86 21 6010 8601

Email: [sakya.zhao@cn.pico.com](mailto:sakya.zhao@cn.pico.com)

### Official Freight Forwarder

APT Showfreight Shanghai Co., Ltd

On-Site Office: Exhibition Hall, Level 1, SHCEC

Main Office: 2F, Building #9, IBP, 280 Linhong Road, Changning District, Shanghai, PR China, 200335

Contact: Mr Max Xie

Tel: +86 21 6116 8712 | Fax: +86 21 6236 5667

Email: [MaXie@agility.com](mailto:MaXie@agility.com)

Website: [www.agilitylogistics.com](http://www.agilitylogistics.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 Incentive Travel & Conventions, Meetings (IT&CM) Events, a series of MICE shows in Thailand (IT&CMA), China (IT&CM China) and India (IT&CM India). It also owns and manages the Corporate Travel World (CTW) Events, with CTW Asia-Pacific co-located with IT&CMA, and CTW China with IT&CM China. TTG Events is also the longest-running secretariat appointed to manage the ASEAN Tourism Forum (ATF) Travel Exchange (TRAVEX). Other core trade events include the Singapore Gifts Show (SGS) 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)
- American Society of Association Executives (ASAE)
- Euromic
- International Association of Professional Congress Organisers (IAPCO)
- International Congress & Convention Association (ICCA)
- MICE Committee of China Association of Travel Services (CATS)
- Pacific Asia Travel Association (PATA)
- Philippine Council for the Advancement of Association Executives (PCAAEE)
- Society of Incentive Travel Excellence (SITE)
- World PCO Alliance

#### Onsite Technology Partner

- 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
- Black Meetings and Tourism
- Executive PA Magazine
- Global Travel Media
- ITCM
- Kongres Magazine
- Korea Tourism News
- Másexpos Congresos & Convenciones
- MICE in Asia
- MICE Japan
- MICE-Contact
- Safari Plus
- Sinequanon
- Tourism Around The World Monthly
- Tourism-Insider
- Travel Talk Asia
- Travel Update Philippines

#### Contributing Media

- MIX

#### Official Hotels

- JW Marriott Shanghai Changfeng Park
- Marriott Shanghai Parkview
- Renaissance Shanghai Zhongshan Park Hotel

#### Sponsorships & Hosts

- Opening Ceremony & Welcome Dinner: Marriott Shanghai Parkview
- Post-Show Tour: Meeting Place Fukuoka, Fukuoka Convention & Visitors Bureau

#### IT&CM China 2016 Seminar Speakers

Name	Designation	Company	Territory
Alicia Yao	General Manager Deputy Secretary General	IME Consulting China Association of Travel Services, MICE Committee	China
Annie Wang	Association Regional Vice President	HelmsBriscoe	China
Eric Schmidt	CEO	EventBank	China
Felicitas Wressnig	President	World Federation of Tourist Guide Associations	Austria
Gao Fu	Chairman of Tourism and Hospitality Committee	World Federation of Chinese Catering Industry	China
Ivanka Xu	Founder & CEO	Merak MICE Procurement Platform	China
Joost De Meyer	Trustee	Incentive Research Foundation	United States of America
Karen Zhang	Manager	CWT Solutions Group Asia Pacific	China
Ken Worker	General Manager	Pantravel	Taiwan
Noor Ahmad Hamid	Regional Director, Asia Pacific	ICCA	Malaysia
Olivia Ji	Chief Operations Officer	EventBank	China
Prof Edathil Vijayan	President	Society of Biotechnologists	India
Robert Cotter	International Editor	Kongres Magazine	Slovenia
Vicky Zhang	Deputy General Manager	Info Salons China	China

#### IT&CM CHINA 2017

Date: 18 to 20 April 2017

## CONTACTS

### TTG Events, a business group of TTG Asia Media

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### MPZhongmao International (Shanghai) Pte Ltd

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Tel: +86 21 2352 1005 Fax: +86 21 2352 1007

Email: [itcm@mpzhongmao.com](mailto:itcm@mpzhongmao.com)

## PROJECT TEAM

TTG EVENTS	CITS INTERNATIONAL MICE	MP INTERNATIONAL
<b>Project Management</b>		
<b>Mr. Darren Ng</b> Managing Director	<b>Mr. Wang Lei</b> Director	<b>Mr. Jason Ng</b> Executive Director
<b>Mr. Ooi Peng Ee</b> General Manager		<b>Ms. See Lay Eng</b> Director
<b>Ms. Winnie Chua</b> Event Manager		
<b>Exhibitors, Sales and Sponsorship</b>		
<b>Ms. Christine Huang</b> Country Manager in China	<b>Mr. Wang Lei</b> Director	
<b>Ms. Hoa Jing Qi</b> Event Executive	<b>Mr. Yan Yan</b> Account Manager	
<b>Ms. Roanna Tan</b> Event Executive		
<b>Buyers Hosting Programme</b>		
<b>Ms. Deng Chengzi</b> Manager – Buyer Acquisition	<b>Ms. Tang Daoying</b> Account Manager	
<b>Ms. Elizabeth Li</b> Event Executive	<b>Mr. Yan Yan</b> Account Manager	
<b>Ms. Serene Ng</b> Event Executive		
<b>Marketing Communications and Media Hosting Programme</b>		
<b>Ms. Cheryl Tan</b> Corporate Marketing Manager	<b>Ms. Tang Daoying</b> Account Manager	<b>Ms. Angie Eng</b> Marketing Communications Manager
<b>Ms. Eileen Teo</b> Senior Marketing Executive		
<b>Ms. Cheryl Kah</b> Digital Marketing Executive		

**Conference**

**Ms. Jo-Ann Siregar**

Conference Program Developer

**Ms. Tu Kae Yun**

Project Manager

**Ms. Valarie Khong**

Event Executive

**Operations**

**Ms. Samantha Kee**

Operations Executive

**Ms. Fay Wang**

Sales Supervisor