

IT&CM CHINA 2018 FACT SHEET

(As at 18 March 2018)

EVENT

IT&CM (Incentive Travel & Conventions, Meetings), China [12th Instalment]

20 to 22 March 2018

www.itcmchina.com | chinese.itcmchina.com

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

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

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.

Co-located with CTW China as China's Only Doublebill Event In MICE and Corporate Travel, IT&CM China is part of the IT&CM Events series by TTG Events, a business group of TTG Asia Media. IT&CM China 2018 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
- Exhibition and Appointment Sessions: involving both International and Chinese Exhibitors and Buyers
- Official Press Conference by IT&CM China Organisers
- 10 Media Briefings by National Tourism Organisations and Industry Organisations (for Media Only)
- 4 Association Destination Presentations by

- Malaysia Convention & Exhibition Bureau (MyCEB)	21 March, 1400 – 1420hrs
- Ningbo Tourism Administration	21 March, 1430 – 1450hrs
- National Institute of Tourism Promotion, Argentina	21 March, 1500 – 1520hrs
- Hangzhou Tourism Commission	22 March, 1430 – 1450hrs

Education

- Keynote Address (20 March)
- 4 Association Day Forums @ IT&CM China (21 and 22 March) – Details on Page 10 & 11
- 4 China MICE Conference Sessions (21 and 22 March) – Details on Page 12 & 13

Social Events and Functions

- 1 x Pre-Show City Tours of Shanghai – Tour Provider Partner by EXO Events
- Opening and Welcome Remarks
- Opening Ceremony and Welcome Dinner – Venue Partnership by Hilton Shanghai Hongqiao
- 3 x IT&CM China Hosted Luncheons
 - IT&CM China Organisers
 - Macao Trade and Investment Promotion Institute (IPIM)
- 1 x IT&CM China Hosted Dinner
 - National Institute of Tourism Promotion, Argentina
- 2 x Networking Cocktails
 - Macao Trade and Investment Promotion Institute (IPIM)
- 2 x Post-Show Tours
 - 3D2N to Thaiwoo Ski Resort, Zhangjiakou – Sponsored by Thaiwoo Ski Resort
 - 6D5N to Buenos Aires and Ushuaia – Sponsored by National Institute of Tourism Promotion, Argentina

Partner Events

- CTW China 2018
- Future Leaders Forum 2018 by IMEX – MPI – MCI
- ICCA Database & Online Tools Workshop by ICCA

Others

- Official Foundation of China Business Event Federation (CBEF) at Opening Ceremony
- Buyer and Media Hosting Programme
- Show Preview as part of TTG Show Daily Day 1 (20 March)

2018 EVENT OVERVIEW

- 3,000 MICE professionals from sectors including DMCs, PCOs, corporate travel and associations
- 500 hosted delegates
- Over 14,000 business appointments
- Over 75 business, education and networking sessions
- Array of new international and Chinese destinations, and new exhibiting industries
- 30 speakers across educational sessions over 3 days covering Association Management/Meetings and MICE-interest topics

DELEGATE STATISTICS (PRE-REGISTERED)

TOTAL: 1,395

- **Exhibitors: 810**
- **Buyers: 528**
- **Media: 57**

EXHIBITORS

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

810 Exhibitors from 289 Exhibiting Companies and Organisations

Complete details available in the IT&CM China 2018 Show Directory

Exhibiting International and Chinese MICE Destinations: Argentina, Fukuoka, Hainan, Hangzhou, Hong Kong SAR, Indonesia, Jeju, Los Angeles, Macao SAR, Malaysia, Ningbo, Philippines, Shanghai, South Korea, Taiwan, Thailand and Xiamen

New Destination/Corporate Brands Taking Their Own Pavilions / Booths: AccorHotels, Air China, Carlson Wagonlit Travel, China, Chimelong Hotel, CITS International M.I.C.E. Co. Ltd, Cox & Kings Limited, Dream Country The Great Wall Villa, EXO Events, Gloria International Hotels Limited, Hard Rock Hotels, HK CTS Hotels Co. Ltd., Mangrove Tree Resort World Sanya Bay, Millennium Hotels & Resorts, Minor Hotels, Royal Caribbean Cruises Services (China) Company Ltd., Tempus TMC Group, TravelSky Technology Limited, Wuxi Lingshan Cultural Tourism Group Co. Ltd. and Zhongwei Hotels Group

Largest Exhibiting Pavilions: Meetings & Exhibitions Hong Kong (216sqm), Macau Trade and Investment Promotion Institute (204sqm), Korea Tourism Organization (100sqm), Tourism Promotion Board, Philippines (100sqm)

Types of Exhibitors:

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

BUYERS

528 Buyers (18% International – 82% China) from 28 Territories: Australia, Belgium, China PR, Czech Republic, Ecuador, France, Germany, Hong Kong SAR, India, Indonesia, Israel, Italy, Macau SAR, Malaysia, Mexico, Myanmar, Philippines, Poland, Singapore, South Africa, South Korea, Spain, Switzerland, Taiwan, United Arab Emirates, United Kingdom, United States of America, and Vietnam

Complete details available in the IT&CM China 2018 Buyer's Profile

International Buyers Breakdown by Region:

Asia-Pacific (Less China)	63%
Europe	26%
Americas	7%
Middle East	4%

Percentage of New Buyers: 66%

Largest Number of International Buyers from: India, Malaysia, Singapore

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

57 Registered Media: Australia, Belgium, Canada, China PR, Germany, India, Indonesia, Malaysia, Mexico, South Africa, Sri Lanka

Media Breakdown by Region:

China	59%
Asia-Pacific	29%
Europe	5%
America	5%
Africa	2%

Largest Number of Media Delegates from: China (59%), India (5%)

New Participating Territories: Canada, Malaysia, Mexico, South Africa, Sri Lanka

Media Partners:

- 8 Official Media
- 32 Media Affiliates

SOCIAL FUNCTIONS & ACTIVITIES

Tours

- 1. Pre-Show City Tour In Shanghai** – Tour Provider Partnership by EXO Events
Former French Concession, M50 Art Park
Date: 20 March | 0730 - 1130hrs
Open To: All registered international buyers and media delegates only
- 2. Post-Show Thaiwoo Ski Resort, Zhangjiakou Tour** – Sponsored by Thaiwoo Ski Resort
Date: 23 – 25 March 2018, Friday to Monday
Open To: International MICE buyers and Association buyers only.
- 3. Post-Show Buenos Aires and Ushuaia Tour** – Sponsored by National Institute of Tourism Promotion, Argentina
Date: September 2018
Open To: Chinese buyers only. (Registration is closed)

Official Functions

- 4. Welcome Remarks & Keynote Address**
Date: 20 March 2018, Tuesday
Time: 1630 – 1740hrs
Venue: Ballroom, Courtyard Marriott Changfeng Park
Entry: For all registered delegates
Dress Code: Business Attire
- 5. IT&CM China & CTW China 2018 Joint Opening Ceremony and Welcome Dinner**
Date: 20 March 2018, Tuesday
Time: 1830 – 2100hrs
Venue: You Yi Grand Ballroom, Hilton Shanghai Hongqiao
Entry: For all registered delegates
Dress Code: Smart Casual

Luncheons

- 6. Hosted Luncheon by Macao Trade and Investment Promotion Institute (IPIM)**
Date: 21 March 2018, Wednesday
Time: 1230 – 1345hrs
Venue: Ballroom A, Basement 1, Courtyard by Marriott Shanghai Changfeng Park
Entry: For invited buyers only
Dress Code: Business Attire
- 7. IT&CM China Networking Lunch**
Date: 21 March 2018, Wednesday
Time: 1230 – 1345hrs
Venue: Buyers Lounge, Exhibition Hall, Level 1, SHCEC
Entry: For Buyers, Media & Invited Guests - Entry by delegate badge or invitation only
Dress Code: Business Attire

8. IT&CM China Networking Lunch

Date: 22 March 2018, Thursday
Time: 1230 – 1345hrs
Venue: Buyers Lounge, Exhibition Hall, Level 1, SHCEC
Entry: For Buyers, Media & Invited Guests - Entry by delegate badge or invitation only
Dress Code: Business Attire

Cocktails

9. Networking Cocktail by Macao Trade and Investment Promotion Institute (IPIM)

Date: 21 & 22 March 2018, Wednesday & Thursday
Time: 1530 – 1700hrs
Venue: Macao Booth A5, Exhibition Hall, Level 1, SHCEC
Entry: For all registered delegates
Dress Code: Business Attire

Dinners

10. Hosted Dinner by National Institute of Tourism Promotion, Argentina

Date: 21 March 2018, Wednesday
Time: 1800 – 2030hrs
Venue: Meeting Room 1, Basement 1, Courtyard Marriott Changfeng Park
Entry: For invited buyers only
Dress Code: Business Attire

OFFICIAL PRESS CONFERENCE & MEDIA BRIEFINGS

IT&CM China 2018 Official Press Conference

20 March 2018, Tuesday | 1430 – 1530hrs
Meeting Room 3, Courtyard Marriott Changfeng Park

- **Mr. Darren Ng**, Managing Director, TTG Asia Media
- **Mr. Li Zhuyuan**, Deputy General Manager, CITS International M.I.C.E. Co., Ltd.
- **Mr. Jason Ng**, Executive Director, MP International Pte Ltd

Media Briefings

Venue: Media Room, Exhibition Hall, Level 1, SHCEC

21 March 2018, Wednesday	
0930 – 1000	Xiamen Municipal Bureau of Convention and Exhibition Affairs
1015 – 1045	Ministry of Tourism, Republic of Indonesia
1100 – 1200	Thailand Convention & Exhibition Bureau
1530 – 1600	China Business Event Federation
1615 – 1645	Zhongwei Hotels Group
22 March 2018, Thursday	
0930 – 1000	Hainan Provincial Tourism Development Commission
1015 – 1045	IT&CM China & Tempus Group MOU Signing
1100 – 1130	Tourism Promotions Board, Philippines (Shanghai Office)
1145 – 1215	Bali Tourism Hospitality
1530 – 1600	Wuxi Lingshan Cultural Tourism Group Co., Ltd.

EXHIBITION INFORMATION

Exhibition Admission

Admission to IT&CM China 2018 Exhibition is by delegate badge on 21 & 22 March 2018.

Exhibition Hours

21 March 2018 (Wednesday) 1000 – 1730hrs
22 March 2018 (Thursday) 0940 – 1700hrs

Registration Hours

19 March 2018 (Monday) 1030 – 1700hrs
20 March 2018 (Tuesday) 0900 – 1700hrs

Registration at Official Hotels for Buyers and Media, Exhibitor registration will take place at 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

Behind Exhibition Hall A, Level 1, SHCEC

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 No.: +86 21 6010 8912

Fax No.: +86 21 6010 8601

Email: 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 & Ms. Cynthia Cen

Tel No: +86 21 6116 8712 / +86 21 6116 8710

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Website: 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 – a wholly-owned subsidiary of CITS

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 Associations

- Shanghai Municipal Tourism Administration (SMTA)
- Shanghai Convention & Exhibition Industries Association (SCEIA)
- American Society of Association Executives (ASAE)
- China Business Events Federation (CBEF)
- International Association of Professional Congress Organisers (IAPCO)
- International Congress & Convention Association (ICCA)
- Korea MICE Association
- Philippine Council for the Advancement of Association Executives (PAAAE)
- Society of Incentive Travel Excellence (SITE)
- World PCO Alliance

Official Media

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

Domestic Media Affiliates

- China Conference & Exhibition
- China Events Industry Fair (CEIF)
- China MICE Magazine
- Convention & Conference China
- Cool Tourism Media
- CTCNN.com
- Elite Travel Connection Journal
- iTripDaily
- M&C China
- MeetingsChina
- MICE Business Tourism
- PR Newswire
- Premium Traveler
- Travel Link Daily
- Travel Trade China
- Travel Weekly China
- Travel World China
- VYOUKAN
- World Hotel
- World Travel Magazine
- World Travel Online

International Media Affiliates

- BBT Online
- Global Travel Media
- LM Latinamerica Meetings
- MICE In Asia
- MICE Talk
- Safari Plus
- Talk Travel Media
- The Event
- Tourism-Insider
- Travel Talk Asia
- VENUE

Official Hotels

- Courtyard by Marriott Shanghai Changfeng Park
- JW Marriott Shanghai Changfeng Park
- Hilton Shanghai Hongqiao

Supporting Hotels

- Hongqiao Jin Jiang Hotel
- Golden Tulip Shanghai Rainbow

Sponsorships, Partners & Hosts

- Pre-Show City Tour Shanghai: EXO Events
- Opening Ceremony & Welcome Dinner: Hilton Shanghai Hongqiao
- Hosted Luncheons: Macao Trade and Investment Promotion Institute (IPIM)
- Hosted Dinner: National Institute of Tourism Promotion, Argentina
- Networking Cocktails: Macao Trade and Investment Promotion Institute (IPIM)
- Post-Show Thaiwoo Tour: Thaiwoo Ski Resort
- Post-Show Buenos Aires & Ushuaia Tour: National Institute of Tourism Promotion, Argentina
- On-site Printing and Lanyard Sponsor: Thailand Convention & Exhibition Bureau (TCEB)
- Education Hub Partner: Tempus Group

IT&CM China 2018 Seminar Speakers

Name	Designation	Company	Territory
Alicia Yao	<ul style="list-style-type: none"> • General Manager • Vice President 	<ul style="list-style-type: none"> • IME Consulting Co., Ltd • China Business Event Federation (CBEF) 	China PR
Cathy Yun	<ul style="list-style-type: none"> • Founder & Chairman • Vice President 	<ul style="list-style-type: none"> • Sourcing China • China Business Event Federation (CBEF) 	China PR
Hua Ning	Senior Director, Asia Pacific, Business Operations	IEEE	China PR
Gao Fu	President	World Federation of Chinese Catering Industry	China PR

Name	Designation	Company	Territory
Gao Qi	Vice Regional Sales Director	MSC Cruises Shipping Service (Shanghai) Meetings Ltd	China PR
Jack Yao	<ul style="list-style-type: none"> Secretary General Vice President 	<ul style="list-style-type: none"> China Council for the Promotion of International Trade (CCPIT) Commercial Sub-council & China Association for Standardization (CAS) Trade in Service Branch Global Chinese Marketing Federation(GCMF) and China Business Event Federation(CBEF) 	China PR
Jason He	MICE General Manager, Beijing	Tempus	China PR
Karen Sun	Director, PCO Department	China CYTS MICE Service Co., Ltd.	China PR
Kitty Wong	President	K&A International Co., Ltd. And Expo Union Corporation	Taiwan
Leo Tang	CEO	SITE China Chapter	China PR
Li Zhuyuan	Deputy General Manager	CITS International M.I.C.E. Co., Ltd.	China PR
Lisa Xu	President	East Star Event Management	China PR
Liu Ping	Founder	China Star Ltd	China PR
Liu Qirong	Deputy Secretary General	Association of China Commercial Enterprise Management	China PR
Luo Lu	Researcher	World Federation of Acupuncture-Moxibustion Societies (WFAS)	China PR
Noor Ahmad Hamid	Regional Director Asia Pacific	International Congress and Convention Association (ICCA)	Malaysia
Rodney Cox	Events Director	International Gas Union (IGU)	Australia
Roger Wang	<ul style="list-style-type: none"> Chairman President 	<ul style="list-style-type: none"> Singapore Marketing Association Marketing Institute of Singapore (MIS) and Global Chinese Marketing Federation (GCMF) 	Singapore
Shane Ullman	General Manager	Travel Events Asia	Australia
Wang Hao	General Manager	M.I.E.	China PR
Wang Qingdao	Editor-in-Chief	Meetings China Magazine	China PR
Wang Yuangen	CEO	Feikong Bao	China PR
Wei Renli	Deputy Division Chief	China Association for Science and Technology	China PR
Yan Han	Deputy Secretary General	World Tourism Cities Federation	China PR
Yang Dongwen	General Secretary	Hainan Province MICE Association	China PR
Zhang Rui	Purchasing Manager	Beijing Novartis Pharma Ltd	China PR
Zhang Shijing	President	CTS MICE Service Co., Ltd.	China PR
Zhao Hongyu	Chief Operations Officer	TUI China Travel Co., Ltd.	China PR
Zhe Yongguang	Chairman	China-Asia Economic Development Association	China PR

SOCIAL MEDIA HANDLES

WeChat: ITCMChina
Twitter: @itcm_events
Facebook: IT&CM Events
Instagram: @itcm_ctw
LinkedIn: IT&CM Events
YouTube: ITCM China
Youku: ITCMEvents

Social Media Hashtags

#itcmc18

IT&CM CHINA 2019

Date: 19 to 21 March 2019

CONTACTS

TTG Events, a business group of TTG Asia Media

1 Science Park Road #04-07 The Capricorn, Singapore Science Park II, Singapore 117528

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MP International (Shanghai) Pte Ltd

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 Tel: +86 21 2352 1005 Fax: +86 21 2352 1199
 Email: sales-sh@mpinetwork.com

PROJECT TEAM

TTG EVENTS	CITS INTERNATIONAL MICE	MP INTERNATIONAL
Project Management		
Mr. Darren Ng Managing Director	Mr. Li Zhuyuan Deputy General Manager	Mr. Jason Ng Executive Director
Mr. Ooi Peng Ee General Manager	Ms. Tang Shu Project Manager	
Ms. Lynette Tey Event Manager		
Ms. Kherray Yeo Senior Event Executive		
Exhibitors, Sales and Sponsorship		
Ms. Dora Seetoh Event Sales Manager	Ms. Li Zhou Senior Account Manager	
Ms. Roanna Tan Senior Event Executive	Ms. Han Xiang Account Manager	
Ms. Khoo Zhilin Event Sales Executive		
Buyers Hosting Programme		
Ms. Deng Chengzi Manager – Buyer Acquisition	Ms. Gao Xiang Account Manager	
Ms. Elizabeth Li Event Executive		
Ms. Natalie Chua Event Executive		
Marketing Communications and Media Hosting Programme		
Ms. Cheryl Tan Corporate Marketing Manager	Ms. Gao Xiang Account Manager	Ms. Elena Zhao Marketing Communications Manager
Ms. Lena Ng Marketing Executive		
Ms. Sherlby Ong Event Executive		
Conference		
Mr. Raymond Tan Conference Programme Developer		
Operations		
Ms. Siti Rahah Operations Executive		Ms. Yuki Zheng Project Manager

ASSOCIATION DAY PROGRAMME **AS AT 16 MARCH 2018**

20 – 22 March 2018 | Shanghai Convention & Exhibition Center of International Sourcing (SHCEC)

Time	Event
21 March 2018, Wednesday	
0930 – 1030hrs	<p>Association Day – Forum 1 (Open to All Registered Delegates)</p> <p>How Associations Can Tap on China’s Belt and Road Initiative</p> <p>Hosted by the American Society of Association Executives (ASAE) and supported by ICCA Explore opportunities offered by China’s Belt and Road Initiative. How associations and organisations are leveraging on this to drive business and economic collaboration locally and internationally, and its impact on business events, travel and meetings.</p> <p>MODERATOR Noor Ahmad Hamid, Regional Director Asia Pacific, International Congress and Convention Association</p> <p>PANELLISTS Hua Ning, Senior Director, Asia Pacific Business Operations, IEEE Karen Sun, Director, PCO Department, China CYTS MICE Service Co., Ltd Luo Lu, Researcher, World Federation of Acupuncture-Moxibustion Societies (WFAS) Rodney Cox, Events Director, International Gas Union (IGU)</p> <p><i>Education Hub, Exhibition Hall, Level 1, SHCEC</i></p>
1100 – 1200hrs	<p>Association Day – Forum 2 (Open to All Registered Delegates)</p> <p>Growing An Association: The Power of Alliances</p> <p>Hosted by World PCO Alliance Why would you join an alliance? Is it really necessary to be in an alliance? This session looks at World PCO Alliance’s business model and best practices, and examine how alliances can bring long term benefits, synergy and value to association members. Participants also share their experiences of MICE industry alliances in China and their countries.</p> <p>MODERATOR Liu Ping, Founder, China Star Ltd</p> <p>PRESENTER Kitty Wong, President, K&A International CO Ltd and Expo Union Corporation</p> <p>PANELLISTS Cathy Yun, Founder & Chairman, Sourcing China; Vice President, China Business Event Federation (CBEF) Gao Fu, President, World Federation of Chinese Catering Industry Wang Qingdao, Editor-in-Chief, Meetings China Magazine</p> <p><i>Education Hub, Exhibition Hall, Level 1, SHCEC</i></p>
1400 – 1420hrs	<p>Association Day - Destination Presentation by Malaysia Convention & Exhibition Bureau (MyCEB) (Registered Buyers and Media Only) <i>Media Room, Exhibition Hall, Level 1, SHCEC</i></p>
1430 – 1450hrs	<p>Association Day - Destination Presentation by Ningbo Tourism Administration (Registered Buyers and Media Only) <i>Media Room, Exhibition Hall, Level 1, SHCEC</i></p>
1500 – 1520hrs	<p>Association Day - Destination Presentation by National Institute of Tourism Promotion, Argentina (Registered Buyers and Media Only) <i>Media Room, Exhibition Hall, Level 1, SHCEC</i></p>

22 March 2018, Thursday

<p>0900 – 1000hrs</p>	<p>Association Day – Forum 3 (Open to All Registered Delegates)</p> <p>DMC or PCO? Who does what and which works best for you?</p> <p>Hosted by World PCO Alliance In this session, panelists running both a DMC and PCO discuss the differences, particularly in China and Asia Pacific, and what it takes for a DMC to transform into a PCO. Who should an association work with first – a DMC or PCO? What is the relationship between the two? What should a DMC expect from their local PCOs? Can a DMC also take on the role of a PCO?</p> <p>MODERATOR Kitty Wong, President, K&A International CO Ltd and Expo Union Corporation</p> <p>PANELLISTS Lisa Xu, President, East Star Event Management Wei Renli, Deputy Division Chief, China Association for Science and Technology Zhang Rui, Purchasing Manager, Beijing Novartis Pharma Ltd</p> <p><i>Education Hub, Exhibition Hall, Level 1, SHCEC</i></p>
<p>1030 – 1130hrs</p>	<p>Association Day – Forum 4 (Open to All Registered Delegates)</p> <p>Global Strategies for Associations</p> <p>Hosted by ICCA What are the opportunities and challenges for China to win in the international association market?</p> <p>MODERATOR Noor Ahmad Hamid, Regional Director Asia Pacific, International Congress and Convention Association</p> <p>PANELLISTS Jack Yao, Secretary General, China Council for the Promotion of International Trade (CCPIT) Commercial Sub-council & China Association for Standardization (CAS) Trade in Service Branch; Vice President, Global Chinese Marketing Federation(GCMF) and China Business Event Federation (CBEF) Liu Qjurong, Deputy Secretary General, Association of China Commerical Enterprise Management Zhe Yongguang, Chairman, China-Asia Economic Development Association</p> <p><i>Education Hub, Exhibition Hall, Level 1, SHCEC</i></p>
<p>1430 – 1450hrs</p>	<p>Association Day - Destination Presentation by Hangzhou Tourism Commission (Registered Buyers and Media Only) <i>Media Room, Exhibition Hall, Level 1, SHCEC</i></p>

CHINA MICE CONFERENCE PROGRAMME **AS AT 16 MARCH 2018**

20 – 22 March 2018 | Shanghai Convention & Exhibition Center of International Sourcing (SHCEC)

Time	Event
20 March 2018, Tuesday	
1640 – 1740hrs	<p>Keynote Session (Open to All Registered Delegates)</p> <p>Bringing China's MICE Industry To The Next Level</p> <p>The recent announcement by the government to provide guidelines to improve the quality of the service industry, and founding of a new China Business Event Federation to spearhead the drive, enables China to expand its MICE market footprint and become more competitive globally. This session discusses the opportunities and benefits from the new initiative as well as the standards and sectors that the industry can develop to deliver long term sustainable growth.</p> <p>MODERATOR Alicia Yao, General Manager, IME Consulting Co., Ltd; Vice President, China Business Event Federation (CBEF)</p> <p>PRESENTER and PANELLIST Jack Yao, Secretary General, China Council for the Promotion of International Trade (CCPIT) Commercial Sub-council & China Association for Standardization (CAS) Trade in Service Branch; Vice President, Global Chinese Marketing Federation(GCMF) and China Business Event Federation(CBEF)</p> <p>PANELLISTS Cathy Yun, Founder & Chairman, Sourcing China; Vice President, China Business Event Federation (CBEF) Roger Wang, Chairman, Singapore Marketing Association; President, Marketing Institute of Singapore (MIS) and Global Chinese Marketing Federation (GCMF) Zhang Shijing, President, CTS MICE Service Co., Ltd</p> <p><i>Ballroom, Basement 1, Courtyard Marriott Changfeng Park</i></p>
21 March 2018, Wednesday	
1400 – 1500hrs	<p>China MICE Conference Session 1 (Open to All Registered Delegates)</p> <p>Cruise: New opportunities for Growth for China's MICE Industry?</p> <p>China is today at the forefront of growth for the cruise industry. With an increasing trend for meetings to be held at sea, how are operators positioning their MICE programmes and facilities? What are the advantages that a cruise as a MICE venue or destination can offer compared to a land location?</p> <p>PANELLISTS Gao Qi, Vice Regional Sales Director, MSC Cruises Shipping Service (Shanghai) Ltd Yang Dongwen, General Secretary, Hainan Province MICE Association Wang Hao, General Manager of the M.I.E.</p> <p><i>Education Hub, Exhibition Hall, Level 1, SHCEC</i></p>
1530 – 1630hrs	<p>China MICE Conference Session 2 (Open to All Registered Delegates)</p> <p>China Outbound Incentive</p> <p>China's incentive outbound numbers holds pole position in almost all key markets. From Bali to London, and almost every major destinations in between. What drives these numbers? Are they sustainable for the current winners? What are key operators and their clients doing to secure the future.</p>

	<p>PANELLISTS Li Zhuyuan, Vice General Manager, CITS International M.I.C.E. Co., Ltd Yan Han, Deputy Secretary General, World Tourism Cities Federation Zhang Shijing, President, CTS MICE Service Co., Ltd Zhao Hongyu, Chief Operations Officer, TUI China Travel Co.,Ltd</p> <p><i>Education Hub, Exhibition Hall, Level 1, SHCEC</i></p>
22 March 2018, Thursday	
<p>1400 – 1500hrs</p>	<p>China MICE Conference Session 3 (Open to All Registered Delegates)</p> <p>China Domestic Incentive</p> <p>With a population of 1.3 billion, an economy the envy of the world, it is no wonder that every major, business events services, travel and tourism brand are investing on a major scale in building infrastructure and capabilities to tap into the burgeoning China market. But do all the players understands the risks? What are the opportunities and threats? How are they navigating the challenges in securing their share of this pie?</p> <p>主持人: Jason He, MICE General Manager, Beijing, Tempus</p> <p>讨论嘉宾: Wang Yuangen, CEO of Feikong Bao</p> <p><i>Education Hub, Exhibition Hall, Level 1, SHCEC</i></p>
<p>1530 – 1630hrs</p>	<p>China MICE Conference Session 4 (Open to All Registered Delegates)</p> <p>Strategies To Managing a Successful Incentive Travel Program</p> <p>Hosted by SITE What are the opportunities and challenges for China to win in the international association market?</p> <p>MODERATOR Alicia Yao, General Manager, IME Consulting Co., Ltd; Vice President, China Business Event Federation (CBEF)</p> <p>PANELLISTS Leo Tang, CEO, SITE China Chapter Shane Ullman, General Manager, Travel Events Asia</p> <p><i>Education Hub, Exhibition Hall, Level 1, SHCEC</i></p>