

MEDIA RELEASE

IT&CM China 2013 / 01



Successful IT&CM China 2012 Attracts Early Bird Registration For Next Year's Event

International and Chinese delegates confident of achieving their business objectives

Shanghai, 25 May 2012 – Next year's IT&CM China will return to the Shanghai World Expo Exhibition & Convention Center, from 17 – 19 April 2013. More than 70% of exhibitors at IT&CM China 2012 have already signed up to be part of next year's showcase. A number of exhibitors have also upped their participation by investing in larger booth space. Noteworthy amongst these is Meetings and Exhibitions Hong Kong (MEHK) who have almost doubled their space to 128 sqm.

Among international NTOs exhibiting at the 7th IT&CM China, are Istanbul Convention & Exhibition Centre, Malaysia Convention & Exhibition Bureau, Ministry of Tourism and Creative Economy Indonesia, Jeju Convention and Visitors Bureau and Seoul Tourism Organization. Leading corporate exhibitors such as Marco Polo Hotels and Millenium and Copthorne Hotels have also signed up to be part of next year's showcase.

Chinese exhibitors have also registered early, with names such as Club Med, Ocean Spring Hotels, Langham Hotels, Wuzhen Tourism, Jinjiang International Hotel and Mission Hills Golf Club already on board.

Mr. Darren Ng, Managing Director of TTG Asia Media said, "We are very pleased with the quality of exhibitors that has signed up for IT&CM China 2013. The feedback from this year's delegates has been extremely encouraging, and the early registrations are clear evidence of the value they see in IT&CM China."

Delegates at IT&CM China 2012 expressed confidence in meeting their MICE and business travel objectives for the year. Said buyer Patrick Lee, Owner at Best Travel Deals, "I am eager to source for new venues and destinations this year. Considering the number of new exhibitors, I am very confident of meeting my objectives." First time buyer, Mr. Thomas Amiconi, Managing Director of Amiconi Consulting added, "The quality of the show and the exhibitors makes me confident of meeting my goal to discover new markets."

Exhibitor Ms. Yuki Pu, Senior Sales Manager at InterContinental Hotel Group said, "I think this (IT&CM China 2012) is an effective business platform due to the consolidated presence of hotel brands in one location." Ms. Jennifer Ong, Industry Service Manager at Malaysia Convention & Exhibition Bureau remarked, "This is one of the most professionally organized shows targeted at the China business travel events market."

The show's education component also delivered high value. The Professionals Association Executive (PAE) course, by the Australasian Society of Association Executives and the Canadian Society of Association Executives, held at IT&CM China for the first time, was well received by the association professionals that participated. Said participant Mr. Zhong-Kang Liao, Deputy Secretary General, Shanghai Bath Association, "What I got out of this course is that associations in China must become more market-oriented and work harder to develop their own competitive advantages and membership power rather than depend on government support."

The Fundamentals of Business Travel Management Course by Global Business Travel Association (GBTA) received positive reviews from the 60 participants that attended. Said Mr. Welf Ebeling, Regional Director Asia-Pacific for GBTA, "We are very pleased that the intake for the Fundamentals course has doubled since its introduction last year. GBTA will announce the details of the Global Travel Professional Certification by 2013 and we are in the process of finding a suitable institute in Asia to partner the manager and leader certification levels."

For more information on the event, please visit www.itcmchina.com

ABOUT IT&CM CHINA 2013

IT&CM China 2013 will be held from April 17 to 19 at Shanghai World Expo Exhibition & Convention Center. This is the 7th instalment of the international MICE event that seeks to “Promote China to the World and the World to China”. In 2012, the event attracted 2,432 delegates from 45 countries. It is the only event that features a good mix of International and Chinese exhibitors as well as a dedicated team to deliver some 400 buyers with a 50%-50% mix of International and Chinese buyers.

The event is organised by 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. It has the support of the Shanghai Municipal Tourism Administration, Shanghai Convention & Exhibition Industries Association, Australasian Society of Association Executives, Canadian Society of Association Executives, Global Business Travel Association, International Congress & Convention Association, International Association of Professional Congress Organisers, Pacific Asia Travel Association and Society of Incentive Travel Executives China.

More information is available at www.itcmchina.com.

IT&CM CHINA EVENT DESCRIPTION

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.

MEDIA CONTACT

INTERNATIONAL

TTG Asia Media Pte Ltd

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

Tel: (65) 6395 7575

Fax: (65) 6536 0896

Event Website: www.itcmchina.com

Event Email: itcmchina@ttgasia.com

Stefanie Yap (Ms.)

Event Executive

Email: stefanie.yap@ttgasia.com

Sheetal Menezes (Ms.)

Senior Marketing Executive

Email: sheetal.menezes@ttgasia.com

Cheryl Tan (Ms.)

Corporate Marketing Manager

Email: cheryl.tan@ttgasia.com

CHINA

CITS International M.I.C.E.

Room 01, 07-09, 11Floor, 168, Xizang Road (M)
The Headquarters Building, Shanghai 200001, China

Tel: (86-21) 3304 9999*21126

Fax: (86-21) 6350 9030

Web site: www.citsmice.com.cn

Nina Ni (Ms.)

Project Manager

Email: nina.ni@citsmice.com.cn