

# MEDIA RELEASE

IT&CM China 2014 / 01



## **IT&CM China 2013 Advances Its Position As The Leading International MICE Event In China**

*Most Successful IT&CM China Show Since Its Inception*

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*Singapore, 21 May 2013* – This year’s event has surpassed the show’s previous 6 instalments, making it the most successful in IT&CM China’s 7-year history. And by success, organisers TTG Events, CITS International M.I.C.E. and MP International have many indicators to go by.

First, IT&CM China 2013 is the largest and most diverse show, with an attendance of 3,000 MICE professionals from sectors including DMCs, PCOs, corporate travel and associations, including some 400 hosted delegates. Over 10,000 business appointments were conducted with more than 60 business, education and networking sessions featured during the 3 day event. IT&CM China was also the anchor event of Shanghai Business Events Week held from 14 to 19 April, which provided 8 other business, education and networking activities for delegates.

Next, delegates’ affirmation proved that IT&CM China made the right moves to enhance the value and quality of this year’s event:

- Over 85% of exhibitors expect orders from IT&CM China 2013 buyers over the next 6 to 12 months
- Order volumes are expected to reach as high as above USD 1 million for selected exhibitors
- Over 90% of buyers gave top scores to the quality of exhibitors
- Over 86% of buyers gave top scores to the quality of their business appointments.
- Over 80% of buyers felt that IT&CM China 2013 surpassed other similar events in terms of Quality of Exhibitors, Quality of Business Matching, Potential Business Generated, Networking Opportunities and being a Must-Attend Event.

Among the new initiatives that gave IT&CM China 2013 a significant boost was the larger mix of Chinese buyers (65% Chinese – 35% International) as well as a greater proportion of Corporate Travel buyers and Association buyers from across China and around the world. The 1.24 buyers: 1 exhibiting company ratio was also considered ideal.

Exhibitor Vichaya Soonthornsaratoon, Director of Meetings Industry Department, of Thailand Convention & Exhibition Bureau expressed satisfaction with this year’s buyer profile. “China is now the top three MICE markets of Thailand and we believe this trend will continue due to China’s strong economic performance. IT&CM China is definitely a trade show to tap into rising opportunities in the Chinese market. It is also a perfect platform to showcase our new destinations, like Chiang Mai, to buyers in China.”

“We are proud that our efforts to engage more of China’s buying powers to attend IT&CM China have paid off. While Corporate Travel and Association buying is still a relatively new concept for the Chinese, we are confident that IT&CM China will be a significant market force in changing this, by providing the industry with education, networking and business exposure.” said Chen Yueliang, Vice-President of China International Travel Service (CITS) Limited, Head Office. CITS is the parent company of CITS International M.I.C.E. that co-organises IT&CM China.

Another first was that exhibitors and buyers were able to schedule 100% of their appointments prior to the show via the Pre-Scheduled Appointment and Online Diary facilities. More than 90% of exhibitors took advantage of the new online diary facility, with over 60% of exhibitors achieving 80% completed schedules 10 days before the event.

In collaboration with industry partner MCI Group, the inaugural Association Day and Corporate Travel Forum on 18 and 19 April respectively drew a full audience, especially the attendance of both Association and Corporate Travel buyers. Each day featured a keynote address and forums by reputed experts in the respective fields including MCI Group, American Society of Association Executives (ASAE), Australasian Society of Association Executives (AuSAE), Canadian Society of Association Executives (CSAE), American Express Meetings & Events, MasterCard Worldwide and Global Business Travel Association (GBTA).

“IT&CM China improves greatly each year and provides a good mix of exhibitors and quality appointments. I look forward to 2014!” praised buyer Anthony Jepson, General Manager of Conference Venues and Booking Services, Australia.

“We are extremely satisfied with this year’s results. The show’s new initiatives have proved a hit among delegates, while achieving its objectives of bringing IT&CM China 2013 to the next level. The industry can look forward to an even more compelling IT&CM China 2014 from 15 to 17 April.” Said Darren Ng, Managing Director of TTG Asia Media. TTG Events, co-organisers of IT&CM China is a business group of TTG Asia Media.

The success of IT&CM China 2013 has also led to encouraging one-year advance booth bookings for the 2014 event, with buyer and media registrations already pouring in. First time exhibitor Haruhiko Sakano, Manager from Inbound Business JTB Global Business Unit Headquarters who has also secured his space for IT&CM China 2014, remarked, “We believe by consistently participating in the exhibition, we will be able to strengthen our presence in the Chinese market. Our appointments matched not only with the Chinese clients but also in other Asian regions. This is a good opportunity for us to expand our sales channels.”

For more information on the event, please visit [www.itcmchina.com](http://www.itcmchina.com)

#### **ABOUT IT&CM CHINA 2013**

IT&CM China 2013 was held from April 17 to 19 at Shanghai World Expo Exhibition & Convention Center. This is the 7<sup>th</sup> instalment of the international MICE event that seeks to “Promote China to the World and the World to China”. This year’s event saw an attendance of 3,000 MICE professionals from sectors including DMCs, PCOs, corporate travel and associations, some 400 hosted delegates, over 10,000 business appointments as well as over 60 business, education and networking sessions.

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 (**SMTA**), Shanghai Convention & Exhibition Industries Association (**SCEIA**), Australasian Society of Association Executives (**AuSAE**) and 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**) and Society of Incentive Travel Executives (**Site**) China chapter. The event has also partnered **MCI Group** for the first time this year.

IT&CM China is proud to be the anchor event of the Shanghai Business Events Week 2013 for the 3<sup>rd</sup> year running.

More information is available at [www.itcmchina.com](http://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.

## SHANGHAI BUSINESS EVENTS WEEK (SBEW) 2013

Presented by Shanghai Municipal Tourism Administration, SBEW 2013 took place from 14 to 19 April, and features 9 industry business, education and networking events. They are Techniques For Producing Great Conference Programmes, GBTA China Conference, China (Shanghai) International Meetings & Conference Forum, Association Professional Competencies Briefing, Fundamentals of Business Travel Management™ Course – Associate Level, IT&CM China, ICCA Association Database Workshop, IMEX-MPI-MCI Future Leaders Forum and the TTG China Travel Awards.

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