

MEDIA RELEASE

IT&CM China 2012 / 01



China International Travel Service (CITS) – The Country’s Leading Travel Agent – Officially Partners IT&CM China As The Event’s 3rd Co-Organiser

Positive 2011 Event Sets The Stage For Greater International and Chinese Participation

Shanghai, 15 July 2011 – In a move that will open new doors for IT&CM China, the MICE company of CITS has officially partnered the event as co-organiser. TTG Asia Media and MP International – the pioneering organisers of China’s leading professional Meetings, Incentives, Conventions and Exhibitions (MICE) business and networking event, IT&CM China – are confident that the joint venture with CITS International M.I.C.E. will strengthen the quality and reputation of the event in both, the international and domestic market.

“CITS is among the top 100 companies in China delivering one of the largest domestic and outbound leisure, corporate & MICE tourism business in the country. Their knowledge of the China market and invaluable network will contribute significantly to raising the participation of Chinese exhibitors, buyers and media that the IT&CM China international delegates want to meet.” said Mr Darren Ng, Managing Director of TTG Asia Media.

Into its 6th year, IT&CM China brings together Chinese and International MICE exhibitors and buyers in one dynamic marketplace, allowing international and leading Chinese players in the MICE industry to explore new and exciting business opportunities and strengthen existing partnerships. IT&CM China continues to excel on its unique formula of delivering a good mix of International and Chinese exhibitors and some 400 buyers with a 50%-50% mix of International and Chinese buyers.

“CITS International M.I.C.E. is proud to collaborate with TTG Asia Media and MP International. IT&CM China is the country’s leading international business platform to promote domestic, inbound and outbound MICE travel for China. The event has immediate relevance and benefit to many of our existing business partners and we are optimistic about being able to enhance the quality of the event’s Chinese participation.” said Mr Ike Zhang, General Manager – Shanghai Branch & Partner Relations, American Express China of CITS International M.I.C.E.

Mr James Chia, Chairman of MP International added, "With CITS in the partnership, this will create an even stronger synergy to produce an exceptional and stellar event. MP International will continue to focus on the operational and logistical intricacies involved in staging this international event. I have every confidence that the 2012 event will be the best one yet. "

Meanwhile, IT&CM China organisers are also bullish that these positive highlights of this year's event will spur participation interest of IT&CM China 2012:

- 86% of exhibitors expect to receive orders over the next 6 to 12 months as a result of their participation at IT&CM China 2011.
- 50% of all buyers were first-time participants from across the world.
- Events / Meeting Planners, Corporate Companies with Incentive Programmes and Professional Conference Organisers are the top 3 buyers that exhibitors would like to see more of at IT&CM China 2012. In 2011, these delegates consisted of 38%, 16% and 38% of attending buyers respectively. Further efforts will be placed on delivering these buyer segments to the 2012 event.
- While close to 100% of Exhibitors have fulfilled their objectives (including contracting & business negotiations, networking and keeping up with the competition) of being at IT&CM China, 77% of Exhibitors have requested to see even more Chinese buyers at the 2012 event. The involvement of CITS in the 2012 event will be a compelling assurance to interested exhibitors about the quality and quantity of Chinese buyers that can be expected.
- IT&CM China anchored the first-ever Shanghai Business Events Week (SBEW) launched by Shanghai Municipal Tourism Administration (SMTA) in 2011. It will continue to be part of the SBEW 2012 that themes leading MICE industry business, education and networking highlights under one brand in cosmopolitan Shanghai.

More IT&CM China 2011 highlights will be released in the upcoming 2012 event newsletter. IT&CM China 2012 will take place from 17 to 19 April 2012 at the Shanghai World Expo Exhibition and Convention Center. Get the latest information on the event at www.itcmchina.com

ABOUT IT&CM CHINA 2012

IT&CM China 2012 will be held from April 17 to 19 at Shanghai World Expo Exhibition & Convention Center. The 2012 theme is "Advancing MICE and Business Minds". This is the 6th instalment of the international MICE event that seeks to "Promote China to the World and the World to China". In 2011, the event attracted more than 2,000 delegates from 43 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 Asia Media, China International Travel Service (CITS) and MP International. It has the support of the Shanghai Municipal Tourism Administration, Shanghai Tourism Trade Association, Shanghai Convention & Exhibition Industries Association, International Association of Professional Congress Organisers, Pacific Asia Travel Association, International Congress & Convention Association, Society of Incentive Travel Executives (SITE) China and Global Business Travel Association.

More information is available at www.itcmchina.com.

IT&CM CHINA EVENT DESCRIPTION

Since 2007, IT&CM China has established itself as China's leading professional Meetings, Incentives, Conventions and Exhibitions (MICE) business 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 new and exciting business opportunities and strengthen existing partnerships. Delegates to the 3-day event receive the best return on their investment in business, learning and play through structured business appointments, exhibition showcase, seminar sessions, official networking functions and tours.

ORGANISERS

About TTG Asia Media Pte Ltd

TTG Asia Media Pte Ltd is the region's leading travel and tourism business information and access provider, with a wide range of media products including publications, exhibitions, database management and the Internet. It is also a leading organiser and event manager of travel tradeshows in Asia, including IT&CMA (Incentive Travel & Conventions, Meetings Asia), CTW (Corporate Travel World) Asia-Pacific, IT&CM China and ASEAN Tourism Forum (ATF) 1998, 2001, 2003, 2006, 2009, 2010 and 2011. It also publishes four titles targeted at distinct sectors of the travel trade: TTG Asia, TTG China, TTGmice and TTG-Tmice China. For more information on TTG Asia Media, visit www.ttgasiamedia.com

About CITS (China International Travel Service)

China International Travel Service Limited (CITS), Head Office of CITS was founded in 1954. It is China's largest and most influential tourist enterprise group, honorably placed as the only tourist enterprise on the list of the country's top 500 enterprises by the State Statistical Bureau. CITS has set up 14 subsidiary companies in more than 10 countries and regions overseas, and owns 20-odd stock holding subsidiaries and 122 CITS board member agencies nationwide with a total asset of RMB 5 billion. It has become the No.1 brand-name in China's tourist industry, valued at RMB10.364 billion. With its outstanding business performance, CITS enjoys a good reputation both at home and abroad. CITS is the first industrial member of the World Tourism Organization in China and the Chairman of the China Association of Travel Services. It has been admitted into such international organizations as PATA, IATA and ASTA. In 2000, it successfully passed the ISO9001

authentication of its quality service system. In 2004, CITS merged with China Duty-free Group, incorporating into the CITS Group Corporation.

About 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.

About 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. For more information on MP International, visit www.mpinetwork.com

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