

MEDIA RELEASE

IT&CM China 2014 / 02



Success of This Year's IT&CM China Spurs Kerry Hotel Pudong To Re-new Sponsorship As 2014 Opening Ceremony & Welcome Dinner Host

Singapore, 16 August 2013 – Following this year's success of hosting over 880 international MICE delegates at the IT&CM China Opening Ceremony & Welcome Dinner, Kerry Hotel Pudong Shanghai has committed to hosting the same event once again in 2014.

It has also confirmed its re-appointment as one of the event's official hotels, and will double its hosting of IT&CM China buyers.

Peter Clarke, General Manager of Kerry Hotel Pudong remarked, "Being the Opening Ceremony & Welcome Dinner host as well as Official Hotel to IT&CM China delegates provides another dimension for the Kerry Hotel Pudong to showcase its offering. The delegates' own personal experience with us brings across a much more credible message to the clients."

He added, "Supporting a respected and credible industry event like IT&CM China is the perfect opportunity to showcase the hotel to both national and international media and buyers. We believe our participation creates exposure and awareness of the Kerry Hotel brand, as well as awareness of Shanghai the destination. This is vital for the successful growth of the MICE market. We certainly had a successful outing in 2013, and it is important for Kerry Hotel to continue promoting both the Kerry brand and the hotel facilities. We are thus delighted to re-new our participation as hosts for the 2014 event."

Darren Ng, Managing Director of TTG Asia Media said, "We are very pleased to collaborate with Kerry Hotel Pudong once again for IT&CM China. The accolades won by this award-winning establishment by the Shangri-La group validates the hotel's efforts in their continuous improvement of their Total Guest Experience. Our IT&CM China delegates can look forward to and be assured of the quality experience they will receive at Kerry Hotel Pudong."

IT&CM China 2014 will take place from 15 to 17 April 2014, with the Opening Ceremony & Welcome Dinner scheduled for the first day of the event. For more information, visit www.itcmchina.com

ABOUT IT&CM CHINA 2014

IT&CM China 2014 will be held from April 15 to 17 at Shanghai World Expo Exhibition & Convention Center. This is the 8th instalment of the international MICE event that seeks to "Promote China to the World and the World to China". This year's event will see 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. It is also partnering MCI Group in the development of its education series Association Day and Performance Improvement Forum.

IT&CM China is proud to be the anchor event of the Shanghai Business Events Week 2014 for the 4th year running.

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.

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