

MEDIA RELEASE

IT&CM China 2012 / 02



Fully Sold IT&CM China 2012 Presents A 30% Larger Showcase With Fresh Procurement Opportunities

Event to also deliver high in educational and networking content made possible by influential strategic alliances

Shanghai, 16 February 2012 – Booth sales for IT&CM China 2012 have concluded with the event boasting a 30% larger MICE exhibition showcase. More than 300 international and Chinese exhibiting companies will fill exhibition space amounting to over 6,000 sqm.

The larger exhibition showcase has been attributed primarily to new participants. Some 50 new international and domestic exhibiting companies, covering over 25% of the total IT&CM China 2012 showcase, will offer buyers fresh procurement opportunities. First-time exhibitors include:

- 10 corporate brands: Esplanade Hotel Fremantle, Nagaworld Hotel, ClubMed, HNA Hotels & Resorts, InterContinental Hotels Group, Shangri-La Hotels, Xiamen C&D International Travel Service, The Mulia, Mulia Resort & Villas, Bali, Taipei World Trade Centre and Dusit International.
- Five destinations: Ningbo Tourism Administration, Government of Dubai, Department of Tourism and Commerce Marketing, Jeju Convention & Visitor Bureau, Switzerland Tourism and Geneva Convention Bureau and Turkish Embassy Culture and Information Section.

Making its debut at IT&CM China 2012 in a big way is global hotel brand InterContinental Hotels Group (IHG). In addition to its 120 sqm space – the largest corporate booth at the event, the chain is also offering its InterContinental Shanghai Expo property as one of the Official Hotels of IT&CM China 2012. The luxury hotel will also be the host venue for 2 networking events for buyers and media – a luncheon hosted by Meetings and Exhibitions Hong Kong – a division of Hong Kong Tourism Board and a dinner hosted by Seoul Tourism Organisation.

IHG's significant investment at IT&CM China 2012 is testimony to the business prowess of the event to further the group's foray into the Chinese market. "IHG is honoured to partner IT&CM China to 'Promote China to the World and the World to China', as the event's vision fits perfectly with our long-term commitment to the China market. China is our second largest and fastest growing market globally with nearly 150 hotels - that is over 50,000 rooms - in the pipeline. In the next three to five years, one out of every four hotel rooms that we will open in the world will be in China." said Mr. Nick Barton, Vice President – Sales & Marketing of IHG, Greater China.

Meanwhile, the event also sees an increase in returning exhibitors' booth sizes on both, the domestic and international front. While China's own Sanya Tourism Bureau have affirmed their confidence in the event with a 20% increase in their destination pavilion, other returning destinations such as Seoul are also seeing the value of investing in a dedicated pavilion of their own. For the first time, Seoul is participating at IT&CM China 2012 with a dedicated 84sqm pavilion. They have previously exhibited within the Korea pavilion.

In addition, other returning exhibitors include Anantara Resorts and Spa, Asian Trail, China Eastern, CITS & American Express, Furama Hotel Dalian, Gloria Hotels & Resorts, Grand Metro Park Hotels, Hangzhou Tourism Promotion Center, Meetings and Exhibitions Hong Kong – a division of Hong Kong Tourism Board, Info Salons, Japan National Tourism Organisation, JinJiang International Hotel Management, Kempinski Hotels, Korea Tourism Organisation, Langham Hotels International, Marco Polo Hotels, Macau Government Tourist Office, Master Card Asia Pacific, Melia Hotels International, Millennium & Copthorne Hotels, Malaysia Convention and Exhibition Bureau, Silversea Cruises, Shanghai Municipal Tourism Administration, Thailand Convention and Exhibition Bureau and Wuzhen Tourism.

The confidence of both new and returning exhibitors to IT&CM China 2012 reaffirms IT&CM China as the leading international MICE event in China – a choice business platform for both international and Chinese industry players to seek outbound, inbound and domestic opportunities. CITS' coming on board as co-organiser has been a big draw for local and international participation alike.

The show's expansion in terms of numbers and its global footprint is mirrored in its buyer delegation, as IT&CM China 2012 draws participating interest from a host of new countries. International Buyer registrations have crossed the 400 mark, with representation from first-time participating countries Czech Republic, Denmark and Morocco. First-time buyer Mr. Michael Packford, CEO of The Packfords Group – EVENTWORLD shared, "The one aspect of IT&CM China 2012 I am most looking forward to is acquiring product knowledge and business contacts to further develop into the China MICE market. I believe that IT&CM China has clearly established itself as China's premier exhibition for the MICE industry and is dedicated to promoting the best of China to the world market."

Remarked Mr. Darren Ng, Managing Director of TTG Asia Media, "IT&CM China 2012 marks a lot of firsts for us. It is the first year of our strategic alliance with CITS, a partnership we are very excited about. We look forward to working with them and long-time partners MP International to make this event truly world class. This is also the first year that the event will be held at Shanghai World Expo Exhibition and

Convention Center. We are confident that these new elements will go a long way to elevate the event for all participants and stakeholders.”

With a new venue, IT&CM China 2012 will be supported by a fresh line-up of 4 official hotels, namely Gran Melia Shanghai, InterContinental Shanghai Expo, Marriott Shanghai Luwan and Sheraton Shanghai Hotel and Residences, Pudong, all conveniently located at close proximity to the exhibition venue and will serve as the accommodation for all hosted buyers and media.

In addition, IT&CM China’s strategic alliances with leading international and local MICE organisations – such as Shanghai Municipal Tourism Administration (SMTA), Canadian Society of Association Executives (CSAE), Australian Society of Association Executives (AuSAE), Global Business Travel Association (GBTA) and International Congress and Convention Association (ICCA) – to deliver educational and networking content, will contribute to a compelling programme. IT&CM China is proud to once again be a part of the Shanghai Business Events Week’s stellar line-up of industry business, education and networking events that will take place from 16 to 19 April 2012.

IT&CM China 2012 can also count on its international and domestic affiliation with 36 reputed MICE publications that promote the event for a whole year including pre-, on-site and post-event publicity, thus providing the show’s participants with invaluable exposure. Media affiliates for IT&CM China 2012 are: Asian Traveller, BBT Online, Business Travel, China BT MICE, China Hospitality News, CIM Australia, CIM Unity, EMICE, Exhibition & MICE, Focus On Travel News, Grand Hotels, Groupo Evento Plus, Headquarters Asia-Pacific, InventMe, Kongres Magazine, Korea Tourism News, Masexpos, Congresos and Convenciones, Mee Turkey, MICE 2, MICE BTN, MICE China, MICE in Asia, MICE Japan, MICE Magazine, MICE Poland, MICE Talk, MICE-Contact.com, micenet Asia, Mix Magazine, The Event, Tourism Insider, Travel News Weekly, Travel Trade China, Travel World China, TravelMole and World Travel Online.

In addition to these media affiliates, more than 100 international and local media are expected to attend, providing coverage on IT&CM China 2012 as it happens. For more information about IT&CM China 2012, visit 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 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, Australian 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.

ORGANISERS

About TTG Events

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 the Incentive Travel & Conventions, Meetings (IT&CM) series of MICE and Corporate Travel events in Thailand (IT&CMA and CTW), China (IT&CM China) and India (IT&CM India). It is also the longest-running secretariat appointed to manage the ASEAN Tourism Forum (ATF) Travel Exchange (TRAVEX). Other core trade events include Singapore Gifts & Stationery Show (SGSS) and International Feng Shui Convention (IFSC).

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 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 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

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@ttagasia.com

Marie Lee (Ms)

Event Executive
Email: marie.lee@ttagasia.com

Sheetal Menezes (Ms)

Senior Marketing Executive
Email: sheetal.menezes@ttagasia.com

Cheryl Tan (Ms)

Corporate Marketing Manager
Email: cheryl.tan@ttagasia.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
Website: www.citsmice.com.cn

Nina Ni (Ms)

Project Manager
Email: nina.ni@citsmice.com.cn