

MEDIA RELEASE

IT&CM China 2012 / 03



ICCA CEO, Martin Sirk, Kicks Off IT&CM China 2012 Opening as Keynote Speaker

MICE industry experts cover hot topics in eight seminar sessions at the three-day event

Shanghai, 20 March 2012 – Industry veteran Mr. Martin Sirk, the CEO of ICCA (International Congress and Conventions Association) based in the Netherlands, will deliver the Keynote Address - China's Century: Fulfilling its Destiny as a Mega Meetings Destination - at the opening ceremony of IT&CM China 2012. More than 2,000 delegates are expected at the three-day event.

Mr. Sirk, who has more than 20 years of industry experience and who has been the CEO of ICCA since July 2002, will draw on his vast experience to talk about the critical role of international meetings in a country's development, and why it is yet to be properly understood by policymakers. The presentation will also explore how China can become one of the top global meetings destinations.

With the rapid growth of the China MICE market and the global attention it has been grabbing, this year's IT&CM China seminar sessions have been designed to address this growing interest and educate participants on the important trends.

The eight seminar sessions this year will cover:-

- **Seminar 1A: How to Organise a Successful China Outbound MICE Trip**
Mr. Li Zhuyuan, General Manager of CITS International MICE, China, and Mr. Chundo Yang, Head of Marketing, Jeju Convention & Visitors Bureau, Korea, will present a case study on how CITS put together an outbound MICE trip to Jeju. The speakers will share the learning achieved as a result of organising the trip.
- **Seminar 1B: Global Meetings Procurement and China**
In this session, Ms. Gerilyn Horan, Director, Global Market Development of HelmsBriscoe, based in the U.S, will share her insights on how globalisation has resulted in significant changes in meetings procurement. The session will also talk about how buyers and suppliers can work together to achieve success in a rapidly changing global environment.
- **Seminar 2: Innovation in Meetings Payment Solutions**
With the frequency and size of meetings in China on the rise, it is important for meeting planners to learn how to manage successful events. The speaker for this seminar is Ms. Rennis Li, Vice President, Global Commercial Products, Asia-Pacific/Middle East/Africa of MasterCard, Hong Kong.
- **Seminar 3: Strategic Meetings Management (SMM)**
Learn about visibility in meetings spend, control on expenditure, improving supplier relationships, the financial and security risks in organising overseas meeting, and more, from Ms. Lisa Hopkins, Managing Director, Asia Pacific of BCD Meetings & Incentives, Singapore.
- **Seminar 4A: Training and Retaining MICE Staff**
Ms. Alicia Yao, Vice Chairman, Site China Chapter and Ms. Henrietta Ho, EAM, Marketing of Hyatt on the Bund, China, will address the challenges faced by companies in finding the right staff, training them well and turning them into loyal employees.

- Seminar 4B: How International Associations Make their Meeting Decisions
Keynote speaker Mr. Martin Sirk shares his knowledge and expertise on how a complex decision-making process can be broken down into simple categories, thus enabling decision-makers to formulate successful strategies.
- Seminar 5: Mobile Technology and the Impact on the Events Industry
Mr. Gu Xuebin, Managing Director of Info Salons China, China, and Ms. Alina Chow, Business Development Manager of Crowdcomms, Singapore, will address the power of mobile technology and how it can be used to innovate and grow businesses.
- Seminar 6: Fundamentals of Selecting a DMC or PCO
Ms. Alicia Yao addresses audiences again, with Ms. Jennifer Gao, Vice President, Head of North/Northeast China, Citi Shared Services, Citi Bank (China). They will talk about the ABCs of what a company needs to know when choosing a partner to help organise an event inside or outside China.

To enhance the experience for participants from China, the keynote address and seminar sessions will be conducted in English, with simultaneous translation in Mandarin.

This year, IT&CM China is once again collaborating with the Shanghai Municipal Tourism Administration (SMTA) to be part of the Shanghai Business Events Week (SBEW) from 16 to 20 April 2012. IT&CM China 2012 joins other leading events such as SMTA's China (Shanghai) International Meetings & Conferences Forum, ICCA's Association Database Workshop, the IMEX-MPI-MCI Future Leaders Forum and the TTG China Travel Awards during this week of MICE activities in Shanghai.

IT&CM China 2012 includes two certification courses which are part of SBEW:-

(i) Fundamentals of Business Travel Management™ Course – Associate Level

TTG Asia Media has partnered GBTA to bring this internationally recognised course to IT&CM China. This 1.5 day-course and exam focuses on the basics of business travel management, with course content tailored to the Asia-Pacific business travel industry.

(ii) Association Professionals Competencies PAE Course ^{NEW}

A higher education programme designed to equip participants with the skills necessary to excel in the workplace, this course is especially for personnel working in societies and associations. It is organised in partnership with the Canadian Society of Association Executives (CSAE) and Australasian Society of Association Executives (AuSAE). This intensive workshop culminates in the sought-after Professional Association Executive certification and is available in China ONLY through IT&CM China.

Visit www.itcmchina.com for more details on the seminar sessions, speaker profiles and certification courses.

Registration for Exhibitors, Buyers and Media is closed. Industry professionals who wish to attend the event may register online as trade visitors.

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 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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