

MEDIA RELEASE

IT&CM China 2014 / 03



IT&CM China Advances Corporate Travel Roundtable Initiative

Singapore, 10 December 2013 – Collaborating with Gloria Hotels & Resorts, IT&CM China will kick-off its third Corporate Roundtable session in Chengdu on 11 December.

Taking place at Chengdu Felton Gloria Grand Hotel, 13 corporate buyers based in Chengdu are expected to attend this exclusive by-invitation discussion that will also feature Carlson Wagonlit Travel, the global leader specialising in business travel management, who will be sharing their experience on the difficulties of corporate travel management and solutions to overcome the problems.

Andy Janz, Corporate Director, Strategic Marketing of Gloria Hotels & Resorts shared, “This is a great opportunity to meet with some of the most influential Chinese corporate buyers. Hosting this event also enables us to showcase our latest property to a very important domestic buying segment. It is also rare to have so many industry stakeholders gather and experience one of our new hotels, the Felton Gloria Grand Hotel, first-hand. As a long-term partner of IT&CM China, we are more than happy to be support this initiative.”

The IT&CM China Corporate Travel Roundtable that launched early this year in conjunction with the show, serves as a communication platform for like-minded Corporate professionals who manage business travel procurement and management on a day-to-day basis, to discuss in-depth Corporate Travel issues and share knowledge with their fellow peers. Such interaction and learning opportunities are unavailable in typical work environments.

Underscoring the importance of keeping Chinese corporations abreast on managing Corporate Travel costs, Ooi Peng Ee, General Manager of TTG Events noted, “There are aspects of Business Travel Management that Chinese corporations are still lacking awareness in, such as their travel management processes. The IT&CM China Roundtable sessions aim to fill this knowledge gap.”

In a 2009 PhoCusWright report, one of the key findings revealed a disparity between how efficient corporations perceived their travel management processes to be and the actual competence of these systems. To a large extent, Chinese corporations have yet to take advantage of technology to automate processes and cut costs, but continue to rely on manual systems and paper processes.

Ooi continued, “Organising the Corporate Travel Roundtable sessions is part of our commitment to invest in the groove of the industry. These outreach efforts also enable us to establish a closer relationship with our stakeholders and to promote these engagements through our publicity activities.”

The next Roundtable session will be hosted by Shanghai Novotel Atlantis, an Accor property, on 13 December, with 22 Shanghai-based corporate buyers already registered for the event. “Sponsoring the venue for the Corporate Roundtable session provides us with the opportunity to introduce our hotel’s capabilities to these Corporate buyers, and to explore any future collaboration opportunities with them. Corporate buyers will be able to personally experience the Accor hospitality we worked hard and strived for,” said Bobby Ong, Vice President, Sales & Marketing – Greater China of Accor.

IT&CM China 2014 will take place from 15 to 17 April 2014. 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**), 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&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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