

MEDIA RELEASE

IT&CM China 2013 / 04



IT&CM China 2013 Opens As The Anchor Event of An Expanded Shanghai Business Events Week (SBEW)

Show Features Fresh Initiatives To Strengthen Value Proposition For Exhibitors

Shanghai, 16 April 2013 – Back for its 3rd successful run, SBEW which began on 14 April has culminated in the opening of IT&CM China – the leading international MICE event in China.

This seventh installment of IT&CM China will see 3,000 MICE professionals from sectors including DMCs, PCOs, corporate travel and associations, congregate to explore business, education and networking opportunities over the next 3 days. Other event features include some 400 hosted delegates, over 10,000 business appointments as well as over 60 business, education and networking sessions.

The highlight of this year's event is the slew of fresh initiatives implemented to strengthen the value proposition for exhibitors. This includes delivering more Chinese buyers to the event, with an even greater focus on Association buyers and Corporate Travel buyers, as well as enabling Exhibitors to schedule up to 100% of their appointments ahead of the event.

For the first time, IT&CM China will present a larger percentage of Chinese buyers, with 65% of them coming from across China. "This emphasis on the Chinese Buyers is what IT&CM China is about. What makes IT&CM China's value proposition unique from the other IT&CM events in Bangkok and India, is the opportunity for exhibitors to explore business potential with the Chinese market," said Darren Ng, Managing Director of TTAG Asia Media.

Organisers have also given the profile of attending buyers a makeover. Explained Dake Zhu, PCO, PEO and Event Director of co-organiser CITS International MICE, "Our exhibitors tell us that they are also interested to meet with Association buyers and Corporate Travel buyers. Thus, this year, the composition of Chinese buyers will have a higher percentage of Association and Corporate Travel buyers"

Organisers reveal that a more flexible and tailored programme for local buyers is the contributing factor to attracting their participation. The education component on 18 April (or Day 2 of IT&CM China) is all about Association Meetings, while 19 April is dedicated to Corporate Travel. Each day features a keynote address and forums by reputed experts in the respective fields including MCI Group, Australasian Society of Association Executives (AuSAE), Canadian Society of Association Executives (CSAE), American Society of Association Executives (ASAE), American Express Meetings & Events and MasterCard Worldwide and Global Business Travel Association (GBTA). 18 April is also IT&CM China's designated inaugural Association Day.

"Strategically structuring comprehensive 1-day programmes, each devoted to the interests of Association buyers and Corporate buyers, that is accompanied by focused business appointments, makes it easy and more manageable for Chinese buyers to justify their time out of the office to be at IT&CM China," said Zhu. "In this way, local Association buyers and Corporate Travel buyers enjoy the opportunity of procuring, learning and networking with industry peers, while our Exhibitors get to meet these group of buyers important to them."

In response to another feedback from Exhibitors, organisers have provided delegates with a facility to schedule up to 100% of their business appointments prior to the event via the Pre-Scheduled Appointments (PSA) and Online Diary this year. Previously, only up to 60% of the business appointments were scheduled during PSA, while the remaining 40% were scheduled on-site during the Sellers-Meet-Buyers (SMB) and Buyers-Meet-Sellers (BMS) appointment scheduling session.

Adoption rate of the new Online Diary has proved encouraging. Reported Ng, "More than 90% of exhibitors have taken advantage of this facility. Further, over 40% of exhibitors have achieved 80% completed schedules 10 days before the event." Additional appointments can still be scheduled during the on-site BMS tomorrow.

New destinations such as Brussels (Belgium), Dalian, Guilin, Philippines and Xiamen will be making their debut at this year's IT&CM China exhibition showcase. New corporate brands taking their own pavilions/booths include Accor, Fujita Kanko Hotels & Resorts, JTB Group, Merci France, Memento Asia, New Century Hotels & Resorts, Nippon Travel Agency, Okura Hotels & Resorts, Rosedale Hotel Group, Starwood Hotels & Resorts, Thai Vision Holidays (Hong Kong) and The Saujana Hotel, Kuala Lumpur.

Kerry Hotel Pudong of Shangri-La Hotels and Resorts, Meetings and Exhibitions Hong Kong, Seoul Tourism Organization, Genting Hong Kong and Business Events Australia, also form the 2013 line-up of hosted luncheons, dinners and cocktail reception sponsors.

On-site registration of pre-registered Exhibitor, Buyer and Media delegates, along with pre-event city tours of Shanghai commence today. The show's first full day of activities will take place tomorrow.

For more information on the event, please visit www.itcmchina.com

ABOUT IT&CM CHINA 2013

IT&CM China 2013 will be held from April 17 to 19 at Shanghai World Expo Exhibition & Convention Center. This is the 7th instalment of The Leading International MICE event In China 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. The event has also partnered **MCI Group** for the first time this year.

IT&CM China is proud to be the anchor event of the Shanghai Business Events Week 2013 for the 3rd 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.

SHANGHAI BUSINESS EVENTS WEEK (SBEW) 2013

Presented by Shanghai Municipal Tourism Administration, SBEW 2013 takes place from 14 to 19 April, and features 9 industry business, education and networking events. They are Techniques For Producing Great Conference Programmes, GBTA China Conference, China (Shanghai) International Meetings & Conference Forum, Association Professional Competencies Briefing, Fundamentals of Business Travel Management™ Course – Associate Level, IT&CM China, ICCA Association Database Workshop, IMEX-MPI-MCI Future Leaders Forum and the TTG China Travel Awards.

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