

# MEDIA RELEASE

IT&CM China 2013 / 04



## **IT&CM China 2013 Releases Daily Video Highlights of the Event**

*First Day of Show Kicks Off With Certification Courses and Culminates In Opening Ceremony and Welcome Dinner*

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Shanghai, 17 April 2013 – IT&CM China 2013 delegates and the rest of the world can now watch highlights of the event on Youku (China's own video streaming site) as video clips of show are released daily beginning today, till the 19 April 2013. YouTube videos will be available after the event.

"Thanks to technology, we are able to bring video highlights of the event from the day before, right to our delegates. These video dailies not only capture the essence of the key sessions that took place, but also give delegates or other industry professionals who are not present, a glimpse into what took place. Complementing the existing printed TTG Show Daily: IT&CM China 2013, this is our way of taking communication with our delegates and the industry to another level." said Mr. Darren Ng, Managing Director of TTG Asia Media.

Videos for the 17 April 2013 can be viewed here: [http://www.itcmchina.com/article.php?article\\_id=3001](http://www.itcmchina.com/article.php?article_id=3001)

Key events taking place at the first day of IT&CM China include two established certification programmes: "Fundamentals of Business Travel Management™ Course – Associate Level" by Global Business Travel Association (GBTA) Academy for Corporate Travel Managers, and the "Association Professionals Competencies Briefing" by Australasian Society of Association Executives (AuSAE) and Canadian Society of Association Executives (CSAE) for Association Executives. A total of 36 international and local participants are expected to attend both courses.

"Our very own 3-day GBTA China Conference, which we have organised in conjunction with IT&CM China as part of the Shanghai Business Events Week, concludes today. Dovetailing the conference and the Certification Course provides tremendous value, allowing trade professionals that deal with Corporate Travel and MICE responsibilities, a convenient avenue in terms of location and dates, to attend both events." said Mr. Welf Ebeling, Regional Director of GBTA Asia.

Mr. Simon Pryor, Principal Professional Learning and Certification Advisor of Australasian Society of Association Executives, shared "This year, the Association Professionals Competencies Briefing has targeted more domestic associations. Introducing an added facilitator Ryan Xia, Office and Finance Manager of Tenpin Bowling Association of Queensland - who has the experience of managing both international and Chinese associations will help participants relate better to the takeaways that he'll be sharing".

Meanwhile exhibitors and buyers were also briefed about the new on-site appointment scheduling format where delegates can schedule additional appointments during the Buyers-Meet-Sellers session tomorrow. The successful implementation of the new Online Diary has allowed delegates to schedule up to 100% of their business appointments prior to the event.

Finally, Kerry Hotel Pudong will play host to delegates at tonight's Opening Ceremony and Welcome Dinner. Set in Shanghai's largest pillarless ballroom, the highly anticipated performance "Peony Pavilion" is unquestionably the entertainment highlight of the evening. Being one of the first intangible cultural sites in China to have made it to UNESCO's World Intangible Culture Heritage List, Peony Pavilion boasts of romantic story, poetic words, aesthetic expression, fabulous costumes, dreamlike performance, elaborative stage background as well as the mythical allure that never fails to make a deep impact on its audience. Performed by the greatly respected Kunqu Opera, the evening is set to impress with this exquisite classic literature. Delegates will also be treated to a specially brewed and bottled beer that has been prepared by the hotel exclusively in honour of this event. The Guest-of-Honour for the evening is Mr. Yang Jin Song, Vice-Chairman of Shanghai Municipal Tourism Administration (SMTA).

For more information on the event, please visit [www.itcmchina.com](http://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 7<sup>th</sup> 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. 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 3<sup>rd</sup> year running.

More information is available at [www.itcmchina.com](http://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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