

MEDIA RELEASE

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Euromic – The Association of Leading Destination Management Companies – Joins IT&CM China 2014

Group takes advantage of event platform by organising post-event China familiarisation tour

Singapore, 17 December 2013 – One of the world’s most expansive conglomerate of destination management companies, Euromic, has confirmed its participation at IT&CM China 2014.

Led by Executive Director, Christophe Verstraete, this non-profit association, through its one-member-per-country policy, offers global clients top quality professional service in the field of group travel, meetings, incentives and conventions across 37 unique destinations around the world. At the moment, only 3 of these destinations, namely, China, India and Thailand, are in Asia. The rest are spread across Europe, South America, Africa and the Middle East.

Said Verstraete, “We see the Chinese market as a strong growth area for our association, so with our presence at IT&CM China, we hope to increase our visibility and attain greater familiarity in this market.” Citing IT&CM China’s excellent reputation in the industry, the good mix of international and Chinese buyers, as well as the show’s proprietary business matching facilities (pre-scheduled appointments and online diary system), Verstraete believes that the show will prove beneficial to his various DMC members who are interested in China’s burgeoning outbound market.

The inbound and domestic opportunities that IT&CM China delivers are also reasons why his local destination member – Destination China – is excited to join Euromic at this event. “We have seen significant return of business to China. 2013 has been the best year since 2007 (excluding 2008’s exceptional performance for the Olympic year) and 2014 is shaping up to be a very good year as well,” remarked Gunther Homerlein, General Manager of Destination China, adding that interest in China have opened beyond the Banking and Insurance industries that used to be the dominant clientele he serves.

Beijing with its main attractions like The Great Wall and Forbidden City, coupled with its advanced MICE infrastructure continues to be the biggest draw for his clients, with Shanghai being a close second. Other destinations with ready interest include Xian and Chengdu. Homerlein will be taking advantage of the IT&CM China platform to showcase other destinations to buyers, “We are looking to organise a private post-show fam tour to both Hangzhou and Shanghai, with a focus on the former. Hangzhou is an ideal location for executive retreats and smaller meetings and incentives that is at present, still unfamiliar to many. Our invite list on the tour will comprise about 10 IT&CM China 2014 hosted buyers, as well as agencies that we currently have dealings with, and other buyers with a definitive interest in China.” Initial highlights of the tour are said to comprise of exploring the city’s French Quarters on motorbike sidecars and discovering new venues.

To find out more about Euromic’s offerings in 37 destinations, visit their booth at IT&CM China from 15 to 17 April 2014. Euromic will also be participating at IT&CMA and CTW Asia-Pacific from 29 September to 2 October 2014.

For more information on IT&CM China, 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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