

MEDIA RELEASE

IT&CM China 2012 / 04

IT&CM China 2012 Prepares to Wow Attendees With Opening Ceremony Extravaganza

Pre-event social and networking activities kick-off the show's sixth installment

Shanghai, 16 April 2012 – Pre-event registration begins as delegates start arriving at IT&CM China 2012 from around the world. All eyes are on the Opening Ceremony and Welcome Dinner taking place tomorrow, 17th April at the ballroom of the Renaissance Shanghai Zhongshan Park Hotel.

Sponsored by Hangzhou Tourism Commission and the Renaissance Shanghai Zhongshan Park Hotel, the opening ceremony will be an extravaganza of food and drink, light and sound, folk music and celebrated cultural performances.

The *pièce de résistance* of the evening's entertainment, 'Impression West Lake show,' is a unique spectacle of music, dance and theatrics based on the myths and legends of Hangzhou. Usually performed on the Hangzhou's West Lake itself, on a stage built just 3cms below the surface of the lake, this stunning act is created by Mr. Zhang Yimou, who directed the opening and closing ceremony of the 2008 Beijing Olympics. For the IT&CM China 2012 Opening Ceremony, Hangzhou MICE will bring this multi-award winning performance to Shanghai, making the evening truly spectacular.

The Guest of Honour at the opening ceremony, Mr. Dao Shu Ming, Director of Shanghai Municipal Tourism Administration, will be joined by hosts, Mr. Darren Ng – Managing Director of TTG Asia Media, Mr. Tong Wei – President of CITS and Mr. James Chia - Chairman of MP International.

The following VIPs are expected to grace the occasion; Ms. Wang Yan – Deputy Chief of Department of Tourism Promotion and International Liaison, CNTA, Mr. Martin Sirk – CEO of ICCA and Mr. Wang Xin Zhang – Deputy Director of Hangzhou Tourism Commission and Mr. Robert J Lohrmann - General Manager of Renaissance Zhongshan Park Hotel.

Said Mr. Lohrmann, "The hotel offers one of the largest unobstructed grand ballrooms in Shanghai Puxi comprising of 1,250 square meters, capable of hosting a maximum seating capacity of 1,400 guests. We look forward to welcoming IT&CM China delegates to our hotel."

Earlier today delegates enjoyed a game of friendly golf hosted by and held at Sun Island Resorts, and a pre-show city tour that included sights such as the Shanghai Chenshan Botanical Garden and Shanghai Sculpture Park. The city tours are sponsored by Shanghai Municipal Tourism Administration (SMTA).

Tomorrow the InterContinental Shanghai Expo will welcome participants at the internationally recognised, Fundamentals of Business Travel Management Course by the Global Business Travel Association (GBTA) and the Association Professionals Competencies PAE Course by Australasian Society of Association Executives (AuSAE) in conjunction with Canadian Society of Association Executives (CSAE).

In addition, TTG Events, CITS and MP International will share exciting and exclusive information about IT&CM China with international and Chinese media at the Official Press Conference. This will be followed by the much-awaited Keynote Address by Mr. Martin Sirk, CEO of ICCA.

For details of these and other activities at the event, please refer to the latest Official Programme on www.itcmchina.com.

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.

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