

MEDIA RELEASE

IT&CM China 2015 / 04



Business Events Australia (BEA) To Debut At IT&CM China 2015

BEA renews commitment as hosted luncheon sponsor for 4th year running

Singapore, 16 October 2014 – No stranger to IT&CM China, Business Events Australia (BEA) has been a loyal and long-time partner of the leading MICE event in China since 2012. Returning for their 4th consecutive year as hosted luncheon sponsor, BEA will also make their debut as IT&CM China’s exhibitor with a 96sqm booth for the 2015 event.

“Trade events like IT&CM China have strategic importance to deepen and strengthen Australia’s relationship with Chinese buyers and business partners as well as create awareness for its trade engagement programme and tailored tools for the Chinese market. Our prior experience as a sponsor has assured us that IT&CM China delivers quality Chinese buyers that we want to reach. Coming in as exhibitor allows us to take advantage of the show’s business appointments facilities and one-on-one business meetings, in addition to our continued engagement as a luncheon sponsor,” said LC Tan, Regional Business Director, Greater China of Business Events, Tourism Australia.

Tan shared, “Australia ranks 10th among all out of region outbound destinations for Chinese travellers. We have excellent and competitive MICE facilities to provide visitors with rewarding and engaging experiences, and a diverse range of new and interesting business and incentive travel products, services and ideas. We are definitely more than ready to welcome the burgeoning outbound Chinese visitors.”

Chinese corporate travel buyers can also expect to look forward to BEA’s hosted luncheon at the 2015 event. Returning for the 4th year, Tan enthused of their motivation to return, “There is no better way to mingle and network with the exclusive Corporate Travel segment than through a hosted luncheon. Australia is one of the world’s most inspirational business events destinations. From culturally rich heritage spots to accessible natural scenery and sophisticated cities that strike a chord among Chinese business events delegates, Australia is also a winner for the Chinese when it comes to value-for-money and safety considerations.”

Having attended BEA’s hosted luncheon, past participant Emma Wang, Senior Procurement Specialist from Astellas Pharma China shared her sentiments. “I garnered a comprehensive understanding of the various MICE resources that Australia has to offer. The video presentation shared at the luncheon was very informative, and the various Australia representatives were compelling and interactive. It is a destination I will definitely recommend my company to consider for meeting or incentive tours.”

IT&CM China hosts the largest and most diverse selection of key MICE buyers in China, and attracts key buyers from various segments covering incentives, association and corporate events. For more information on IT&CM China, visit www.itcmchina.com

ABOUT IT&CM CHINA 2015

IT&CM China 2015 will be held from April 14 to 16 at Shanghai Exhibition & Convention Center of International Sourcing. This will be the 9th instalment of the international MICE event that seeks to “Promote China to the World and the World to China”. The 2015 event expects 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**), Association of Corporate Travel Executives (**ACTE**), 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**), MICE Committee of China Association of Travel Services (CATS), Meeting Professionals International (**MPI**), Outbound Tour Operators Association of India (**OTOAI**), Pacific Asia Travel Association (**PATA**) and Society of Incentive Travel Executives (**Site**) China chapter.

Co-located with CTW China – The Leading Corporate Travel Management Conference For The Asia-Pacific, IT&CM China and is proud to be the anchor event of the Shanghai Business Events Week 2015 for the 5th 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. Co-located with CTW China, IT&CM China is part of the IT&CM Events series organised by TTG Events, a business group of TTG Asia Media. This event is co-organised by CITS International M.I.C.E. - a wholly-owned subsidiary of CITS (China International Travel Service), and MP International.

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