

# MEDIA RELEASE

IT&CM China 2013 / 05



## **IT&CM China 2013's Inaugural Association Day A Success**

*Sponsors MEHK, Genting Hong Kong and Seoul Tourism Organization Woo Buyers and Media at Exclusive Luncheon, Cocktail Reception and Dinner*

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Shanghai, 18 April 2013 – IT&CM China's first efforts to launch the inaugural Association Day with industry partner MCI Group, was deemed a success as it opened to a full house of delegates with its keynote address 'The Reform and Future Development of Chinese Associations' delivered by Mr. Liu Youqian, CEO of Federation China Trade Associations & Chambers of Commerce.

Befitting of the objective to discuss association management best practices especially with local association professionals, Mr. Liu Youqian's experience, insights and delivery in Mandarin drew the attendance of executives involved in the running of Chinese associations. Simultaneous translation to English was provided for the benefit of international delegates.

Liu shared the development phases of associations in China, the bottleneck impeding growth, and recent government reform to liberalise the registration of Chinese associations, and how the long-awaited reform impacted the future development of Chinese associations.

In addition to the keynote address, delegates also participated in three other association forums specially tailored for them. They are 'Homegrown to International: Evolution of Associations in the West and Success Factors', and '7 Measures of Association Success' with 'The inaugural IT&CM China Not-for-Profit Discourse' rounding up the day's events. Speakers are authorities on the subject and include Ms. Nikki Walker of MCI Group, Ms Maria Tong of American Society of Association Executives, Mr. Simon Pryor of Australasian Society of Association Executives and Mr. Ryan Xia of Tenpin Bowling Association of Queensland (TBAQ).

"The line-up of topics and speaker profiles are very poignant for any association professional. Information about managing associations remains obscure for the Chinese, and IT&CM China's association day is a rare and valuable opportunity for them to enhance their knowledge in this from both experts and peers." Said Ms. Caroline Boey, Conference Manager for the event's Association Day educational programme.

Meanwhile, the second day of IT&CM China 2013 commenced business appointments in full gear. Buyers (including Association buyers) and Media received privileged treatment at a variety of sponsored networking events: the Hosted Luncheon by Meetings and Exhibitions Hong Kong (MEHK), the Cocktail Reception by Genting Hong Kong, and the Hosted Dinner by Seoul Tourism Organization (STO).

All 3 organisations took the opportunity to share the latest MICE updates with the influential buyers and media during these networking sessions. Kenneth Wong, General Manager – MICE & Cruise of Hong Kong Tourism Board shared his thoughts on the Hosted Luncheon "Hong Kong is doing a lot to step up its MICE development. Sharing these updates at a hosted luncheon is the perfect platform for MEHK and our co-exhibitors to mingle and network with this captive audience." Echoing the same sentiments is Maureen O'Crowley, Vice President – Seoul Convention Bureau, Seoul Tourism Organization. "There is no better way to do so than through the IT&CM dinners. We'll definitely be taking the opportunity to share Seoul's latest expansions and enhancements of its MICE facilities." One lucky delegate, Hui Yi Feng from Dalian Overseas Tourist Co., Ltd, also walked away with a 5D4N cruise on the SuperStar Gemini departing from Shanghai to South Korea.

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<sup>TM</sup> 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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