

MEDIA RELEASE

IT&CM China 2014 / 05



China Reigns Among MICE Industry's Top Buying Markets

Strong Business Generation Results Propel Exhibitors' Return To IT&CM China 2014

Singapore, 6 January 2014 – The rapid expansion of China's MICE market continues to draw more international companies to target the growing industry. According to a 2011 Global Meetings Procurement Agency HelmsBriscoe report, the value of China's conference and events industry was estimated at USD150 billion, with tens of millions of conferences held every year. The Chinese MICE industry itself is burgeoning at 20% annually, reflecting endless opportunities for both international and domestic MICE suppliers alike. Meanwhile, a 2012 study by PhoCusWright evidenced doubling of China's travel gross bookings over a span of 5 years, from USD 54.8 billion in 2009 to USD 105.5 billion in 2013.

For many MICE industry suppliers, China's relentless growth translates to inevitable shifts in customer geographies, where the country is already amongst their top buying markets. Returning IT&CM China luxury cruise exhibitor, Silversea Cruise's Regional Director – Asia, Melvyn Yap notes, "China is now our second largest Asian source market, behind Japan. We believe it has the potential to grow even bigger, especially with the Chinese interest in our expedition product to the polar regions."

Long-time IT&CM China exhibiting destination Thailand is also experiencing the massive impact of the outbound Chinese MICE business. Concurr Nopparat Maythaveekulchai, President of Thailand Convention & Exhibition Bureau (TCEB), "China has become the number one (top) source market of MICE travellers to Thailand since 2013, and with a constant growth of the Chinese economy; we expect to welcome more business travellers and MICE visitors from China."

Other returning exhibitors to IT&CM China 2014 cite strong business generation results as a reason for coming back to the show. Dorinda Chua, Assistant Vice President – Global Sales of Dusit International, says, "We are expecting revenues in excess of USD 500,000 from the direct discussions that took place at the 2013 event." Meanwhile, Charles Lai, Vice President – Sales & Marketing of international hospitality chain Kempinski Hotels, China, estimates that actual business generated from their 2013 participation aggregates about USD 850,000.

IT&CM China – The Leading International MICE Event In China – returning for its eighth edition in 2014, is the only MICE show in China that optimises business opportunities with the Chinese on all fronts – Outbound, Inbound and Domestic. Highlighting the strategic significance of the event, Darren Ng, Managing Director of TTG Asia Media – representing TTG Events, one of 3 co-organisers of the event shares, "2014 exhibitors can expect to see 70% Chinese buyers, addressing the outbound and domestic procurement for both International and Chinese suppliers respectively. The latter can also benefit from the remaining 30% of international buyers looking to buy into China (inbound)."

Chen Yueliang, Vice-President of China International Travel Service (CITS) Limited – co-organiser of IT&CM China, echoes in agreement, "China's business events market is growing faster than any other nation. It is predicted that China will be the world's largest contributor to this industry. With domestic and international demand driving surges in group meetings and events travel, both Chinese industry suppliers and buyers alike will find IT&CM

China an ideal platform to expand their business networks. CITS is excited about playing a significant role in delivering these delegates to the event.”

The 2014 IT&CM China event is set to welcome approximately 3,000 MICE professionals from sectors including DMCs, PCOs, corporate travel and associations. The show will also feature 400 hosted delegates, over 10,000 business appointments set to be conducted, and more than 60 business, education and networking sessions planned for delegates. Organisers are expecting 67% new buyers with a targeted ratio of 1.25 buyers to 1 exhibiting company. IT&CM China 2014 will also be anchoring the Shanghai Business Events Week (SBEW) featuring 8 industry business, education and networking events.

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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