

# MEDIA RELEASE

IT&CM China 2011 / 05



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## **5<sup>th</sup> IT&CM China 2011 Delivers Over 2,200 MICE Professionals From 43 Countries**

*Event achieves new milestones*

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Shanghai, 13 April 2011 – IT&CM China 2011, held in Shanghai for the 5<sup>th</sup> consecutive year, has seen a 10% growth from the previous year. This leading professional Meetings, Incentives, Conventions and Exhibitions (MICE) business and networking event in China will feature 691 exhibitors from 253 exhibiting organisations, 344 buyers, 83 media and over 1,000 trade visitors.

One unique highlight of the IT&CM China business event is the equal mix of International and Chinese delegates. This achieves the show's focus of "Promoting China to the World and the World to China". Together with a compelling 3-day programme that comprises scheduled business appointments, MICE exhibition, seminar sessions, networking luncheons and coffee breaks, IT&CM China 2011 is firmly positioned as a leader in nurturing business opportunities between China and the rest of the world, as well as in fostering domestic MICE growth within China.

Along with the growth of IT&CM China, the event has also achieved several new milestones in its efforts to develop the Chinese MICE industry. Appropriately themed "Leading China's Next MICE Wave", IT&CM China 2011 is part of Shanghai Municipal Tourism Administration (SMTA)'s inaugural Shanghai Business Events Week, held from 11<sup>th</sup> to 15<sup>th</sup> April. The Shanghai Business Events Week is a collaboration among leading players to take the China MICE industry to new heights.

"This partnership enhances the IT&CM China 2011 programme, offering delegates more exciting opportunities in business, education and networking." said Darren Ng, Managing Director of TTG Asia Media, co-organiser of IT&CM China.

On the exhibition front, the event has seen a growing interest from new Chinese and International exhibitors representing hotels and hospitality groups, cruises, destination bureaus. In addition, the IT&CM China 2011 exhibition will also feature for the first time, a pavilion dedicated to unique convention venues and travel

wellness offerings from China. MICE venues and destination management services from the Middle East are also making its debut this year.

The 2011 Buyers profile sees new representatives from Argentina, Cambodia, Cyprus, Portugal, Saudi Arabia, South Africa and United Arab Emirates. Coupled with 50% new buyer attendance, this ensures that demand for MICE destinations, products and services at IT&CM China remain fresh. Also present this year is new media from France, Malaysia, Mexico, Spain and Vietnam.

The education component also features a couple of exciting enhancements. Today, some 23 Corporate Travel Expert<sup>SM</sup> (CTE) participants completed the 1.5 day business travel management starter programme, offered for the first-time in Shanghai by Global Business Travel Association (GBTA) and TTG Asia Media. The opening keynote session in the afternoon, took on a new format of a panel discussion, aimed to foster interaction and sharing of knowledge and ideas among delegates.

Other highlights today include the Seller-Meet-Buyers (SMB) on-site appointment scheduling session for sellers and buyers and the IT&CM China 2011 Opening Ceremony and Welcome Dinner at Sofitel Shanghai Sheshan Oriental. The SMB is one of two sessions that allow sellers and buyers to schedule business appointments with each other. Business appointments will be conducted over the next two event days on the 14 and 15 April.

More information available at [www.itcmchina.com](http://www.itcmchina.com)

#### **ABOUT IT&CM China 2011**

IT&CM China 2011 will be held from April 13 to 15 at ShanghaiMart Expo. The 2011 theme is "Leading China's Next MICE Wave". This is the 5<sup>th</sup> instalment of the international MICE event that seeks to "Promote China to the World and the World to China". In 2010, the event attracted more than 2,000 delegates from 42 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 Asia Media and MP International. It has the support of the Shanghai Municipal Tourism Administration, Shanghai Tourism Trade Association, Shanghai Convention & Exhibition Industries Association, International Association of Professional Congress Organisers, Pacific Asia Travel Association, International Congress & Convention Association, Society of Incentive Travel Executives (SITE) China, SITE Hong Kong Chapter and Global Business Travel Association.

More information is available at [www.itcmchina.com](http://www.itcmchina.com).

## ORGANISERS

### **About TTG Asia Media Pte Ltd**

TTG Asia Media Pte Ltd is the region's leading travel and tourism business information and access provider, with a wide range of media products including publications, exhibitions, database management and the Internet. It is also a leading organiser and event manager of travel tradeshows in Asia, including IT&CMA (Incentive Travel & Conventions, Meetings Asia), CTW (Corporate Travel World) Asia-Pacific, IT&CM China and ASEAN Tourism Forum (ATF) 1998, 2001, 2003, 2006, 2009, 2010 and 2011. It also publishes four titles targeted at distinct sectors of the travel trade: TTG Asia, TTG China, TTGmice and TTG-BTmice China. For more information on TTG Asia Media, visit [www.ttgasiamedia.com](http://www.ttgasiamedia.com)

### **About MP International**

Established in 1987, MP International specialises in organising exhibitions, conferences and special events. The group has organised and managed some 300 national, regional and international events, including the Asia-Pacific Economic Cooperation (APEC) 2009 Leaders' Week. It is a leading international organiser of trade exhibitions, including ITMA and ITMA Asia.

A member of the Pico group, MP International is headquartered in Singapore with a global footprint across Asia and Europe. MP's success with various partners is a testimony of its ability to identify opportunities and maximise the rewards for win-win partnerships. For more information on MP International, visit [www.mpinetwork.com](http://www.mpinetwork.com)

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