

MEDIA RELEASE

IT&CM China 2015 / 05



Accor Reaffirms Participation At IT&CM China 2015 For 4th Year Running

Singapore, 3 December 2014 – Long-time exhibitor Accor has confirmed its participation at IT&CM China 2015 for the 4th year running.

Accor's continued participation at IT&CM China is attributed to the delivery of an excellent profile of buyers from all over the world and across China. Bobby Ong, Vice-President of Sales & Marketing – Greater China shared, "The IT&CM China platform allows us to build brand exposure for our new hotels. This is where we can secure new leads and businesses from the one-to-one appointments we have with these buyers."

He went on, "The Chinese market is important for Accor. We have been here since 1985 with our first hotel and we are still growing aggressively. There is a lot of demand in the second and third tier cities inline with business growth and travel, and hotels are predominately catering to the Chinese market." Chinese buyers constitute 70% of IT&CM China's buyers profile and hail from cities such as Shanghai, Beijing, Guangzhou, Changsha, Hangzhou, Nanjing and many more.

"We want to educate the Chinese market about Accor brands – Sofitel, Novotel, Pullman – so that they understand the different value proposition of each brand, and what the brand stands for. IT&CM China is the right platform for us to do so. Be it inbound or outbound travelling, our aim is to have the Chinese traveller think of Accor when choosing their accommodation," said Ong.

Ong also revealed what buyers can expect from Accor in their 36sqm space at the upcoming IT&CM China 2015. "We have a strong understanding of the Chinese hospitality industry as well as stable relationships with local partners. Our expansion in China will continue to be the crux of our efforts in Asia-Pacific, providing an experience that is inherently French hospitality but with attention to details that is respectful and expressively reflective of Chinese culture."

With over two decades' of operation in China, Accor operates 144 hotels in 51 cities in the country. With a diversified portfolio of 8 brands – Sofitel, Pullman, MGallery, Grand Mercure, Novotel, Mercure, ibis Styles and ibis – Accor covers the full spectrum of the hospitality market from economy to luxury.

IT&CM China 2015 will take place from 14 to 16 April 2015. 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 is 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**), 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 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 Services), and MP International.

MEDIA CONTACT

INTERNATIONAL

TTG Asia Media Pte Ltd

1 Science Park Road, #04-07, The Capricorn
Singapore Science Park II, Singapore 117528

Tel: (65) 6395 7575

Fax: (65) 6536 0896

Event Website: www.itcmchina.com

Event Email: itcmchina@ttgasia.com

Olivia Ng (Ms.)

Event Executive

Email: olivia.ng@ttgasia.com

Eileen Teo (Ms.)

Marketing Executive

Email: eileen.teo@ttgasia.com

Cheryl Tan (Ms.)

Corporate Marketing Manager

Email: cheryl.tan@ttgasia.com

CHINA

CITS International M.I.C.E.

Room 503, CITS Building, 1 Dongdan North St
Dongcheng District, Beijing 100005 China

Tel: (86-10) 8522 7997

Fax: (86-10) 6522 2310

Event Website : www.chinese.itcmchina.com

Event Email: itcmchina@citsmice.com.cn