

MEDIA RELEASE

IT&CM China 2013 / 06



IT&CM China's Collaboration With MCI Group, Moves Into Its Second Day With The Corporate Travel Forum Educational Sessions

Shanghai, 19 April 2013 – Mr. Rob Morrow, Global Director of Performance Improvement of MCI, opened the day's Corporate Travel Forum track with his address on Performance Improvement 'Why Cash Isn't King'. He shared with attending delegates on the key aspects of an effective Performance Improvement Programme and how it can change behaviour, especially with China's rapid development and its unique landscape.

With 15 years of experience of designing and implementing Performance Improvement programmes, Mr. Morrow's opening address was attended by a full room of international and local Corporate Travel professionals. He said, "Companies have to understand that while cash incentives may be attractive, it is the non-cash incentives that are difficult to replicate and it helps in staff retention." Expressing his thoughts on the launch of the Corporate Travel educational programme, Mr. Morrow was both surprised and delighted at the turnout this morning. "The amount of information shared during the roundtable discussions was very useful. The content and information definitely helped many Corporate Travel professionals."

The afternoon seminars 'Achieve Maximum Corporate Travel Savings with Innovative ePayments' delivered by Ms. Livia Ang, Regional Lead for T&E of MasterCard Worldwide and 'The 2013 Meetings Risk Mitigation Report' delivered by Ms. Danielle Puceta, Head of American Express Meetings & Events, concluded the seminars for the day. Ms. Emily Tang from Novartis Pharmaceutical China expressed her satisfaction with the Corporate Travel educational programme launch. "This is an excellent initiative especially for Corporate Buyers like us as we gain insights and knowledge from industry experts."

Local Corporate Travel professionals who have come specially to attend the day's activities also had the opportunity to meet with the show's exhibitors through dedicated one-on-one business appointments – a new aspect of this year's programme offering.

For other IT&CM China delegates, on-going business appointments and networking activities continued in full swing. Highlights include an exclusive luncheon hosted by Business Events Australia for some 60 international and Chinese Corporate Travel decision makers, where they learnt why 'There's Nothing Like Australia' for their next business event, as well as IT&CM China Networking Lunch hosted by the show's organisers for buyers and media. Ms. Fan Lingyun from GM China Group commented "Hosted luncheons are a great way for buyers like me to learn more about new destination choices for my company's MICE meeting venues."

Before their experience at IT&CM China officially concludes, 22 selected international buyers and media will join post-show tours of Ningbo and Xiamen which begin tomorrow for 2 and 3 days respectively.

For more information on the event, please visit 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 7th 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 3rd 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.

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™ 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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