

# MEDIA RELEASE

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## **2-Day IT&CM China MICE Exhibition And Business Appointment Commences**

*Topical seminars add major value at IT&CM China 2011*

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*Shanghai, 14 April 2011* – The business highlight of China’s leading MICE event begins today, as the IT&CM China 2011 exhibition officially opens. Some 10,000 business appointments between 253 international and Chinese MICE suppliers and 344 international and Chinese buyers will also be conducted today and tomorrow.

Exhibitors and buyers are optimistic about fulfilling their business objectives over the next two days. Said Farena Chan, Director of Global Sales Shanghai of the Wyndham Hotel Group “We want to enhance and promote the Wyndham brand in the Asia Pacific region and beyond. Meeting more international buyers here at IT&CM China will go towards achieving this.”

Destination Thailand expects to increase MICE volume from China by about 20% as compared to 2010. “Thailand aims to promote a variety of new products and destinations to the China MICE market. We believe that the on-going MICE developments in cities such as Samui, Hadyai, Bangkok, Pattaya, Chiangmai and Phuket would be of strong interest to Chinese buyers.”, remarked Waraporn Sornprom, Senior Regional Manager – East Asia, Meetings and Incentives Department of Thailand Convention & Exhibition Bureau (TCEB).

Buyers such as Tomasz Wozny, Product Manager of Air Tours Cracow, shared similar optimism. He said, “I came here to seek new MICE partners, especially those in China. I hope to meet with Destination Management Companies (DMCs), Hotels and Event Organisers in particular, and am totally confident about doing so over the next two days.”

The business component is just one aspect of the comprehensive IT&CM China programme. Delegates to the event can also benefit from the array of complimentary educational seminars offered. The topics this year have been carefully selected to address the strategic as well as operational concerns of organisations in the industry.

Today's seminar topics include *'Win Business - Raise DMC and PCO Standards'*, *'Sourcing Trends in Corporate Meetings'*, *'Organising Successful Congresses and Conventions'* and *'Crisis Management- Are You Ready'*.

The last topic particularly strikes a chord with the event's delegates, especially as the region faces challenges amid environmental threats.

Said Ashley Lee, Event Manager of PMG Asia, "As an organiser, I know anything can go wrong during an event. This topic is appropriate as it would help organisers like myself, anticipate contingencies, plan alternatives and professionally manage a recovery process."

A total of eight seminar sessions will take place today and tomorrow. Seminar presenters are industry topic experts from organisations such as Ovation Global DMC Belgium, Eli Lilly China, Hilton Shanghai China, International Congress & Convention Association (ICCA) Malaysia, Symantec Singapore and RA Consultants Hong Kong.

Other highlights today include partner event IMEX-MPI-IT&CM China Future Leaders Forum and the TTG China Travel Awards 2011. Both events are held for the 4<sup>th</sup> consecutive time in conjunction with IT&CM China. Destination bureaus Meetings & Exhibitions Hong Kong (MEHK) and Macau Government Tourist Office (MGTO) will play hosts to today's hosted luncheon and coffee break reception respectively.

More information is 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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