

# MEDIA RELEASE

IT&CM China 2012 / 06



## IT&CM China 2012 Delivers High on Business, Education and Networking Components Organisers' strategic efforts to drive seminar participation yields rich results

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Shanghai, 18 April 2012 – IT&CM China delegates enjoyed a full day of quality business appointments, educational seminars and courses, and networking and social activities.

Seminar sessions 1A, 'How to Organise a Successful China Outbound MICE Trip' and 1B, 'Global Meetings Procurement and China,' kicked off the day's education component. The afternoon seminar session 2, 'Innovation in Meetings Payment Solutions' and seminar session 3, 'Strategic Meetings Management,' concluded the seminars for the day.

Between 40-50 participants attended each seminar, comprising suppliers, buyers, NTOs/ CVBs and association professionals. The encouraging participation numbers are attributed to the strategic efforts of the organisers to develop and enhance the value of the seminar sessions. While quality of speakers and relevance of topics continue to be the focal points, this year special attention was given to marketing the seminar sessions as individual parts of a unifying educational component, specifically created to provide MICE professionals with key information about all facets of the industry.

Seminar attendees were further engaged through a guided tour around the exhibition area.

International and Chinese exhibitors and buyers officially completed their appointment scheduling at today's Buyer-Meet-Seller (BMS) session, thus signaling the beginning of the MICE exhibition and business appointments sessions that ran through the day.

Said first-time buyer, Ms. Ursula Kretschmer, Managing Director of Kretschmer Events, "I was most looking forward to my appointments with sellers. I am very confident about achieving my objectives of finding new business and destinations." Ms. Cherry Wang, Director of Sales at Regional Office Shangri-La said, "The appointment sessions are well organized and I'm looking forward to materializing my MICE goals."

The event's media briefings commenced with presentations by InterContinental Hotels Group, Singapore Tourism Board and Club Med. During these exclusive half hour sessions, the companies shared information on their respective upcoming MICE and business travel projects, with the international and Chinese media.

The hosted delegates enjoyed networking opportunities at the Hosted Luncheon by Meetings & Exhibitions Hong Kong (MEHK), Coffee Break Reception by Macau Government Tourism Office (MGTO) and the Hosted Dinner by Seoul Tourism Organization (STO).

Some other highlights of the day include the IMEX-MPI-MCI Future Leaders Forum - the popular annual forum where students from China's leading universities congregate at IT&CM China to learn more about the China and international MICE industries - , as well as the Fundamentals of Business Travel Management Course examination and the Association Professionals Competencies PAE examination.

For details of these and other activities at the event, please refer to [www.itcmchina.com](http://www.itcmchina.com).

## ABOUT IT&CM CHINA 2012

IT&CM China 2012 will be held from April 17 to 19 at Shanghai World Expo Exhibition & Convention Center. The 2012 theme is "Advancing MICE and Business Minds". This is the 6<sup>th</sup> instalment of the international MICE event that seeks to "Promote China to the World and the World to China". In 2011, the event attracted more than 2,000 delegates from 43 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 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, Shanghai Convention & Exhibition Industries Association, Australian Society of Association Executives, Canadian Society of Association Executives, Global Business Travel Association, International Congress & Convention Association, International Association of Professional Congress Organisers, Pacific Asia Travel Association and Society of Incentive Travel Executives China.

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