

MEDIA RELEASE

IT&CM China 2011 / 07

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IT&CM China 2011 Delivers Additional Corporate Travel Professionals

Delegates satisfied with results

Shanghai, 15 April 2011 – The final day of business at IT&CM China 2011 delivers an additional group of sought-after buyers – Chinese Corporate Travel Professionals representing local offices of large corporations and government institutions.

The 45 visiting corporate travel professionals comprise of Human Resource managers, Administrative managers, and key persons of labour unions. Their key objectives of attending include sourcing for employee incentive travel services and to corporate training venues.

“Corporate Travel buyers are an important group for our MICE exhibitors. Their participation is also a strong indicator of the growing prevalence of business and incentive travel among Chinese companies.”, said Cherry Ye, Assistant Director of MP International (Shanghai) Pte Ltd, co-organisers of IT&CM China.

These corporate travel managers hail from corporations such as Taiwan Semiconductor Manufacturing Co. Ltd., China Construction Bank, Shanghai Brilliance Group, Shanghai Electric, Fudan Hospital & Healthcare Management Company and Shanghai Municipal Electric Power Company.

Meanwhile, more scheduled business appointments and educational seminars continue with many delegates sharing very positive experiences.

Said exhibitor Okada Izuho, Key Accounts Manager of IHG ANA Hotels Group, Japan, who had more than the 32 scheduled appointments, “We came here to obtain new accounts and ensure prospective visitors of the safety of our hotel. I had 37 appointments with Chinese and International travel agencies, China-based PCOs and others.”

Buyer Piet Perneel of World Events Imagineering (WEI), Belgium, was pleased with the event and felt it has been, "very successful". He elaborated, "I had 12 appointments, each totally unique. The appointments are an effective way to increase my Asia network. I especially enjoyed the pre-show city tours as it gave me an overview of Shanghai as a destination. By experiencing the place in this manner, I can create great products and packages."

First time media delegate Lynn Wong, Managing Editor and Partner at Grupo EventoPlus, Spain was happy with the overall event experience. She said, "This was my first time attending ITCM China and I made some interesting contacts. The informal networking opportunities are a great way to talk to fellow delegates outside of the trade show."

IT&CM China 2012 will take place from 17 to 19 April 2012 at the Shanghai World Expo Exhibition and Convention Center. More information available at 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 5th 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.

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

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

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