

MEDIA RELEASE

IT&CM China 2015 / 07



Shanghai Marriott Hotel Parkview Confirmed As IT&CM China 2015 Opening Ceremony Official Venue and Joins The Official Hotel Lineup

Singapore, 7 January 2015 – IT&CM China confirmed Shanghai Marriott Hotel Parkview as the Official Venue for the Opening Ceremony and Welcome Dinner to some 1,000 delegates. The property will also be joining its sister property – Marriot Shanghai Changfeng Park - as one of its Official Hotels lineup for 2015.

Situated in Puxi, at the heart of Zhabei District, the new 5-star Shanghai Marriott Hotel Parkview neighbours the city's largest downtown green space Daning Lingshi Park and is fully equipped with sophisticated and contemporary amenities that look set to wow delegates. The hotel is within 15km from the event's new venue at Shanghai Convention & Exhibition Center of International Sourcing.

Ricky Lam, General Manager of Shanghai Marriott Hotel Parkview expressed, "IT&CM China is a very important event for the MICE industry. As a MICE-focused hotel and being the newest Marriott Hotel in Shanghai, we are excited about partnering such an influential event. Not only will we get to be part of this hub for international MICE activity in the region, but this is also a great opportunity to showcase our property to the market."

He continued, "As one of the latest additions to Shanghai's rapidly developing Zhabei District, Marriott Hotel Parkview exemplifies the growth and expansion of the city's MICE market. As an Official Hotel, we are looking forward to showcasing our impressive facilities to domestic and international buyers and delegates."

In addition, all delegates of IT&CM China and debuting CTW China, will have the chance to experience Shanghai Marriott Hotel Parkview during the Opening Ceremony and Welcome Dinner on 14 April 2015. As the official venue of this networking event, Lam promises an exciting evening of entertainment and dining that will leave delegates with a deep and lasting impression of the hotel, "The Opening Ceremony and Welcome Dinner for IT&CM China represents the start of the trade show, as well as the beginning of many new relationships and partnerships for the delegates. Each year, delegates arrive with a lot of expectations in terms of what they will take away from the show regarding new information about the market, knowledge of new facilities, ideas and inspiration for events. As a new MICE hotel in the market, we look forward to being a part of the discovery and excitement which starts from the Opening Ceremony. We have the opportunity to raise awareness about our outstanding facilities including 317 guest rooms, 2,800 square meters event space and 2 sizeable pillar-less ballrooms that feature large LED display walls."

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 China, 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.

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