

# MEDIA RELEASE

IT&CM China 2015 / 07



## Thailand Convention & Exhibition Bureau (TCEB) Establishes Larger Presence At IT&CM China 2015

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*Singapore, 23 January 2015* – Expect to see a 25% increase in MICE suppliers and showcase at Thailand’s 60sqm pavilion, fronted by Thailand Convention & Exhibition Bureau (TCEB) at the upcoming IT&CM China 2015.

Vichaya Soonthornsaratoon, Director of Meetings, Incentives and Conventions Department of TCEB revealed what delegates can expect from TCEB. “We will continue our mega-event campaign to attract large-scale projects from China that bring in at least 1,000 delegates to Thailand. We will provide support to ensure their meetings and trips to Thailand run smoothly and successfully.”

Since 2013, the number of outbound MICE travellers from China to Thailand has consistently exceeded 100,000. Meanwhile, China continues to be among the top three outbound MICE markets since 2010. With China’s strong economic performance, frequent flight routes between China and Thailand, the readiness and enhanced capabilities of MICE cities – Bangkok, Chiang Mai, Phuket, Pattaya – as well as Thailand’s reputation as a travel destination, Soonthornsaratoon believes that the rise of Chinese MICE travellers to Thailand will continue.

On the motivation of returning with a larger presence, she explained, “China has been one of Thailand’s top three market sources for MICE travellers for the past five years. In 2013, it rose to claim the number one spot. With such a strong performance record and bright prospects, we need to deepen our focus on China. Through our participation at IT&CM China, we will also create more opportunities for our Thai MICE suppliers to meet MICE buyers in China.”

Participating for the first time with the Thai Pavilion is TICA, Thailand Incentive and Convention Association. General Manager, Prapahan Sungmuang commented on the motivation behind their attendance at IT&CM China 2015, “China’s economy and meeting industry is growing rapidly, and Thailand remains the favorite destination for MICE events for this market. We believe attending this show will benefit the Association and its members. IT& CM China will be a good platform for us to meet with the international and leading Chinese players in the MICE industry, and gain more business leads.”

IT&CM China 2015 will take place from 14 to 16 April 2015. For more information on IT&CM China, visit [www.itcmchina.com](http://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 9<sup>th</sup> 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 Shanghai

Municipal Tourism Administration (**SMTA**), Shanghai Convention & Exhibition Industries Association (**SCEIA**), euromic, International Association of Professional Congress Organisers (**IAPCO**), International Congress & Convention Association (**ICCA**), MICE Committee of CATS, Meeting Professionals International (**MPI**), Outbound Tour Operators Association of India (**OTOAI**), Pacific Asia Travel Association (**PATA**), Society of Incentive Travel Executives (**Site**) China chapter and World PCO Alliance.

Co-located with CTW China – The Leading Corporate Travel Management Conference For The Asia-Pacific, IT&CM China is proud to be the anchor event of the Shanghai Business Events Week 2015 for the 5<sup>th</sup> year running.

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. 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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