

# MEDIA RELEASE

IT&CM China 2014 / 08



## **More International Destinations Make Official Debut at IT&CM China 2014**

*Greater emphasis placed on Chinese market by CVBs, NTOs and Corporates*

---

*Singapore, 14 February 2014* – Not only are more international destinations making their debut at this year’s IT&CM China, their participation comes with added significance as it is fronted by their Convention Visitor Bureaus (CVBs) or National Tourism Organisations (NTOs). This surge in new support from official agencies including Abu Dhabi Tourism & Culture Authority, Sri Lanka Convention Bureau, and Singapore Tourism Board (STB), has in turn enabled more suppliers in those private sectors to gain inroads into China.

With each pavilion sized between 54sqm to 96sqm, the large-scale presence of these destinations evidence the buoyant outlook and significance placed on the buying potential at IT&CM China, and the Chinese MICE market. Over 50 co-exhibiting companies are expected to be featured in the exhibition showcase under these new destinations.

According to a recent forecast by COTRI China Outbound Tourism Research Institute, 98 million crossings from Mainland China are expected in the second half of 2013 to the first half of 2014, with Chinese outbound travellers spending a total amount of USD 129 billion. Such stellar projections have caught the attention of destinations around the world, with anticipation that the MICE industry will also experience parallel benefits.

A case in point is Abu Dhabi, whose inaugural participation at IT&CM China is driven by its stakeholders on the ground who are conscious of and eager to pursue China’s huge MICE potential. Elaborated Sophia Cao, Country Manager – China, of Abu Dhabi Tourism & Culture Authority, “The China market is at the forefront of our plans, as we have everything needed to serve this exciting market. Our products and services are tailored specially for the Chinese travellers. For example, Mandarin and Cantonese staff and tours are a big part of many hotels and attractions in Abu Dhabi.”

Infrastructure is also a big part of Abu Dhabi’s appeal. It is one of only two Arabian Gulf cities to be placed in the International Congress and Convention Association’s (ICCA) 2012 global city rankings, successfully achieving over a span of one year, a near triple of the number of association meetings they hosted in 2011.

“We have excellent and competitive MICE facilities to provide visitors with rewarding and engaging experiences. In addition, Abu Dhabi now offers more connectivity from China and Hong Kong via Etihad Airways and its strategic partner Air Seychelles and through Hainan Airlines,” added Cao.

Also keen to harness on the remarkable growth of the Chinese outbound market is first-time exhibitor Sri Lanka Convention Bureau, though the destination has already experienced immense benefits from its bilateral and business relationships with China for decades. “China is a primary market for Sri Lanka’s tourism and MICE tourism. We expect to receive at least 100,000 Chinese outbound travellers this year, a 50% increase from 2013, based on the present enthusiasm that the market has for our destination,” said Vipula Wanigasekera, General Manager of Sri Lanka Convention Bureau.

Expressing confidence that China's outbound exuberance will also extend to the MICE sector, Wanigasekera continued, "Our participation at IT&CM China will give us the opportunity to introduce Sri Lanka's diversity, compactness and our MICE capabilities in attractive locations across the country. Buyers can also look forward to learning more about the new products and services our industry members – including PCOs, PEOs, DMCs and event managers – offer and why they should choose Sri Lanka as their MICE destination."

Meanwhile, destinations like Japan, Macau and Taiwan fronted by Japan National Tourism Organisation (JNTO), Macau Government Tourist Office (MGTO) and MEET TAIWAN respectively, are returning to the show with renewed emphasis on China.

Japan's more than 100% increase in their exhibition showcase commitment to IT&CM China is amongst the show's largest this year. Hajime Nakasugi, Director of JNTO Shanghai office expressed, "Our participation at IT&CM China 2013 was extremely fruitful, and we are confident that more Japanese MICE organisations can benefit from the opportunities at the show. With a 100sqm pavilion this year, Team JAPAN will be present to explore collaborations with China's outbound demand. We are excited to meet the Chinese buyers that IT&CM China will deliver this year as this buying sector is at the top of our priorities."

Lauding IT&CM China's ability to provide quality Chinese buyers, Nagasaki continued, "The Chinese market, especially in the Shanghai region, is one of the most important market for us. We want to continue to engage these buyers in their local city as it is the best way to promote Japan and to procure prospective leads."

Also making a return to IT&CM China with expressed confidence is MGTO with a 20% larger booth. Similarly, MEET TAIWAN explains why China is a market they need to focus on. Kyleen Hsieh, Project Manager said, "We have always viewed China as our main market primarily because of our language and geographical proximity. In 2013, several notable Chinese companies held large-scale corporate meetings and incentive travels here. This year, we aim to further grow our share of the China market through promotional events in 6 Chinese cities, including our participation at IT&CM China."

Bringing in experienced MICE co-exhibitors, delegates visiting the MEET TAIWAN booth can expect to meet with incentive travel organisers and travel agents who will be introducing Taiwan's unique propositions in terms of meetings and incentive travels such as comprehensive hardware, services and attractive locations.

Underscoring the importance of IT&CM China, Hsieh said, "The event's emphasis on a 65% Chinese buyer mix makes the show a great platform for us to strengthen MEET TAIWAN's position and reputation in the China market."

Other new exhibiting companies include corporate brands Oberoi Group, HG Travel, Compagnie Du Ponant and Euromic. New exhibitors comprising of CVBs, NTOs and Corporates are expected to make up 40% of IT&CM China 2014's exhibition showcase.

For more information on IT&CM China, visit [www.itcmchina.com](http://www.itcmchina.com)

## **ABOUT IT&CM CHINA 2014**

IT&CM China 2014 will be held from April 15 to 17 at Shanghai World Expo Exhibition & Convention Center. This is the 8<sup>th</sup> instalment of the international MICE event that seeks to "Promote China to the World and the World to China". This year's event will see 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.

IT&CM China is proud to be the anchor event of the Shanghai Business Events Week 2014 for the 4<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.

## **MEDIA CONTACT**

### **INTERNATIONAL**

#### **TTG Asia Media Pte Ltd**

1 Science Park Road, #04-07, The Capricorn  
Singapore Science Park II, Singapore 117528

Tel: (65) 6395 7575

Fax: (65) 6536 0896

Event Website: [www.itcmchina.com](http://www.itcmchina.com)

Event Email: [itcmchina@ttgasia.com](mailto:itcmchina@ttgasia.com)

#### **Olivia Ng (Ms.)**

Event Executive

Email: [olivia.ng@ttgasia.com](mailto:olivia.ng@ttgasia.com)

#### **Eileen Teo (Ms.)**

Marketing Executive

Email: [eileen.teo@ttgasia.com](mailto:eileen.teo@ttgasia.com)

#### **Cheryl Tan (Ms.)**

Corporate Marketing Manager

Email: [cheryl.tan@ttgasia.com](mailto:cheryl.tan@ttgasia.com)

### **CHINA**

#### **CITS International M.I.C.E.**

Room 503, CITS Building, 1 Dongdan North St  
Dongcheng District, Beijing 100005 China

Tel: (86-10) 8522 7997

Fax: (86-10) 6522 2310

Event Website : [www.chinese.itcmchina.com](http://www.chinese.itcmchina.com)

Event Email: [itcmchina@citsmice.com.cn](mailto:itcmchina@citsmice.com.cn)