

MEDIA RELEASE

IT&CM China 2015 / 08

IT&CM China 2015 Unveils Brand New Venue and Marriott Group Official Hotel Partners

Singapore, 27 January 2015 – Exciting news in store for IT&CM China delegates as the 2015 show gears up to open at a brand new venue in April this year. Deemed the Pearl on the River, Shanghai Convention & Exhibition Center of International Sourcing (SHCEC) is the perfect combination of convention and exhibition. The international multifunctional complex houses facilities for conventions, exhibitions, activities and catering.

Located in the center of Shanghai Changfeng Ecological Business District, surrounded by Suzhou River and adjacent to Hongqiao business area, SHCEC has a total area of 9,000sqm of conference rooms, 16,000sqm of exhibition area, 5,000sqm of catering area and 800 underground parking lots.

Stone Shi, Director of Sales & Marketing reveals, “SHCEC is a new venue in Shanghai. It is a one-stop service platform of exhibition, convention, activities and catering for domestic and international events. Hosting the IT&CM China 2015 event will enable SHCEC to showcase our facilities and capabilities.”

In addition, three properties from the Marriott Group have partnered with IT&CM China as Official Hotels for over 400 hosted delegates – JW Marriott Shanghai Changfeng Park, Renaissance Shanghai Yangtze Hotel and Shanghai Marriott Hotel Parkview.

“IT&CM China is one of the largest and leading international MICE trade shows in China that attracts a large contingent of national and regional convention visitor bureaus and tourism offices from China. It is the best platform for us to meet with quality buyers and media from across China and the rest of the world”, commented Crystal Song, Director of Marketing from JW Marriott Shanghai Changfeng Park.

Jürgen Sterkau, General Manager of Renaissance Shanghai Yangtze Hotel echoed his agreement, “IT&CM China’s reputation is acknowledged by many industry clients and guests. As an official hotel, Renaissance Shanghai Yangtze Hotel can be assured of a stronger market presence that further underlines our hotel as one of the leading MICE hotels in the Shanghai MICE market.”

As the newest kid on the block, Shanghai Marriott Hotel Parkview is more than ready for the upcoming April show. Ricky Lam, General Manager said, “IT&CM China is a very important event for the MICE industry, especially to a MICE-focused hotel like us. As the newest Marriott property in Shanghai, being able to partner such an influential event which is a hub for international MICE activity in the region, is a great opportunity to showcase our property to the market.”

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 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 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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