

MEDIA RELEASE

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CITS Buyers' Expectations Reflect Clout of Chinese Buying Market

Buyers of Newly Formed China MICE Committee (CMC) To Participate At 2014 Event

Singapore, 3 March 2014 – China International Travel Service (CITS) International MICE will be leading a delegation of 30 CITS buyers whose buying responsibilities span across all 31 administrative divisions of Mainland China, and encompass both outbound and domestic MICE procurement. Collectively, CITS buyers represent a wide and diverse range of corporate, government and association clients in China with connections to more than 1,400 tour operators and travel agencies in all parts of the world.

For CITS's Qingdao buyer Yu Zhong, MICE procurement is a core target this year, especially in terms of meetings and incentive travel. Citing major client Haier Group, Yu says "With an account like Haier, the whole country stands to benefit whenever they hold a seasonal product launch as the campaign literally spans across all the cities in China. Hoteliers and land tour operators are direct beneficiaries since accommodation and organised tours are a definite part of the client requirements."

Other CITS buyers like Shi Li Qin, the department manager for its Inner Mongolia branch, who serves clients in energy and construction industries based mainly in Mongolian cities including Hohhot, Baotou and Ordos, expects incentive travel to be at the top of their MICE requests. "I am on the lookout for unique venues and partnership services both internationally and domestically. North America, Europe, Australia, New Zealand, Hong Kong SAR, Macau SAR and island destinations are expected to be popular international destinations with my clients, while Hainan, Yunnan and Fujian are the domestic favourites."

Shi's counterpart in Beijing, Account Director Feng Ling manages more diversified clientele in industries ranging from telecommunications, medical, beauty, FMCG, construction, chamber of commerce, MNCs and state-owned enterprises. Her portfolio also spans beyond Beijing to include Shanghai, Guangzhou and other cities across China.

Buyers of other CITS branches including Heilongjiang's Director Guo Qinghua and Jiujiang's Vice General Manager Xiong Xiaoyu serve government agencies, associations, medium-sized enterprises, and FITs in their respective cities. For Guo, whose bigger projects last year comprised of groups of over 100 people to Korea and Thailand, anticipates South-East Asia and Yunnan to be popular this year. Adds Guo, "Self drive tours is also something I think will be of immediate interest to my clients."

In 2013, Xiong successfully organised incentive travel, business exhibition and other MICE projects averaging 20 to 30 people or more. His largest project was a luxury tour at Chongqing's Three Gorges for close to 400 participants from an electrical wholesale distributor in Jiangxi. Handling corporate travel arrangements, such as golfing trips, for C-level personnel from real estate companies is also part of his portfolio. "For 2014, we already have confirmed bookings for trips to Dubai and South Africa. I also expect significant interest for Nordic destinations (Iceland, Finland, Norway), eastern Europe (Hungary, Bulgaria) as well as Canada in North America," elaborates Xiong.

As whole, CITS' clientele encompasses an extremely large spectrum of China's buying demand. Explains Zhang Jian, Executive GM of CITS International MICE, "As the number 1 brand-name in China's tourist industry with a dedicated MICE division, our pulse on China's inbound, outbound and domestic demand is unparalleled. We also have access to the largest network of tour operators and travel agencies across the country, ensuring that our team has every capability of attracting quality Chinese buyers to participate at IT&CM China."

Commenting on the effectiveness of IT&CM China as a sourcing platform for Chinese buyers, Jiujiang's Xiong says, "IT&CM China is an important platform to get in touch with a wide range of top suppliers both internationally and domestically. Thanks to the resources we obtained from the event, we were able to successfully organize a business travel group to Korea last year. We certainly look forward to participating at the upcoming 2014 event."

Shi from Inner Mongolia agrees, "By attending IT&CM China, we can offer our clients a wider range of destinations, products and services to choose from."

The 30 attending CITS buyers will be joined by 50 MICE buyers from the newly formed China MICE Committee (CMC) comprising leading MICE buyers from alliance members of close to 40 established travel agencies across China. Members include CYTS International Convention and Exhibition, China Comfort Travel Group, GZL International Travel Service - Business Incentive Travel Company and Xiamen trip Exhibition Business Services. The committee's presence at IT&CM China affirms the event as China's leading MICE sourcing platform for incentives, corporate and association meetings. A total of 480 Chinese buyer delegates are expected to attend IT&CM China 2014. Registrations for Chinese buyers will remain open till end March.

For more information on IT&CM China, visit 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 8th 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 4th 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.

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