

MEDIA RELEASE

IT&CM China 2015 / 09

IT&CM China 2015 Reveals New Players Among Loyal Returning Exhibitors

Singapore, 28 January 2015 – Bolstered by untiring efforts from the IT&CM China organisers on several fronts including strong educational sessions and industry partnerships, more than 600 international and domestic buyers can be expected at the 2015 show. These initiatives not only have secured the participation of long-time exhibitors but also attracted new players such as Berlin Tourismus & Kongres GmbH and Business Events Australia.

Speaking highly of IT&CM China, Heike Mahmoud, CMP, Director Conventions of Berlin Tourismus & Kongress said, “The Chinese market is becoming more and more important for the Berlin Incentive and Congress business. Our goal is to develop and expand our network in China and to promote Berlin’s diverse offers – the modern hotel landscape, the city’s exceptional incentives and high-class restaurants. With its good networking options, IT&CM China 2015 will be a great opportunity to intensify our cooperation with Chinese partners.”

Echoing her agreement is LC Tan, Regional Business Director – Greater China, Business Events of Business Events Australia. “Trade events like IT&CM China have strategic importance to deepen and strengthen Australia’s relationship with Chinese buyers and business partners as well as create awareness for its trade engagement programme and tailored tools for the Chinese market. In addition, the business appointment facilities and one-on-one business meetings enable us to reach out to quality Chinese buyers.”

In the 2014 event, over 600 international and Chinese buyers were in attendance, with close to 490 coming from the various regions of China. This surged the ratio of Chinese buyers to an all-time high of 70% of the buyer delegation.

“The results reflect the strength of the organisers’ network and resources to reach valuable segments that both our international and domestic exhibitors desire,” commented Ooi Peng Ee, General Manager of TTG Events, one of the show’s three co-organisers.

Returning exhibitor Bobby Ong, Vice President, Sales & Marketing – Greater China of Accor Hospitality revealed their motivation to return. “The Chinese market is important for Accor. There is a lot of demand in the second and third tier cities in line with business growth and travel, and hotels are predominately catering to the Chinese market. IT&CM China allows us to build brand exposure for our new hotels where we can secure new leads and businesses from the one-to-one appointments we have with these buyers.”

Vichaya Soonthornsaratoon, Director of Meetings, Incentives and Conventions Department of Thailand Convention and Exhibition Bureau mirrored his sentiment, “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 continuing

participation at IT&CM China, we will also create more opportunities for our Thai MICE suppliers to meet Chinese MICE buyers.”

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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