

MEDIA RELEASE

IT&CM China 2015 / 10



Berlin Debuts As IT&CM China 2015 Exhibitor

Singapore, 4 February 2015 – A myriad of creative incentive offers await IT&CM China 2015 delegates at the Berlin pavilion as the city debuts as the show’s first European MICE destination this year. Delegates can hear from Berlin Convention Office representatives on the extensive information available about the multi-faceted congress and convention destination.

Heike Mahmoud, CMP, Director Conventions, *visitBerlin* Berlin Convention Office underscored the importance of the Chinese market, “IT&CM China is an important platform for us to address new clients from China. Our objective is to market Berlin in the Chinese MICE industry, and raise its awareness and popularity in the market. We are particularly interested in creating personal contacts with representatives of associations, corporates and agencies in China. We want to know their needs so we can provide them the perfect Berlin experience.”

In 2013, the number of overnight stays of Chinese tourists in Berlin increased by around 22 percent. According to Mahmoud, there is an increasing interest for the German capital by business travellers. “Due to Berlin’s unique MICE offerings, IT&CM China is our chance to inspire more people to travel to Berlin. And the most notable aspect is thereby the transfer of knowledge. Our representatives are looking forward to impart their knowledge to the Chinese delegates about Berlin as a MICE destination.”

Ooi Peng Ee, General Manager of TTG Events highlighted the powerful propositions that attracted the European destination to IT&CM China. “It is through our constant efforts in buyer acquisitions to deliver quality Chinese buyers, our strong partnerships that raise the local industry support of the show, and ability to attract the largest participation of NTOS, CVBs and corporates, that we are able to provide endless opportunities for our suppliers.”

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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