

MEDIA RELEASE

IT&CM China 2015 / 11

Destination Grenada Confirms Presence At IT&CM China 2015 As Caribbean Tourism Booms

Singapore, 17 February 2015 – The latest international destination to have its sights set on the Chinese market is Grenada – fondly known as The Spice of the Caribbean. The island country best known for its resort landscape, pure unspoilt natural beauty and a beckoning haven for adventure seekers to culture enthusiasts, has confirmed its presence at IT&CM China 2015.

According to Leo Qin, Marketing Supervisor of United Damei Group, who represents Grenada, now that investment potential to the Caribbean is at a high, there is no better time than now to capitalise on the massive travel out-flows and heightening demand of the Chinese. “Presently, over 90% of tourists in Grenada are from Europe, America and Canada. We realised that less than 1% of the Chinese market knows about Grenada. China is a tremendous and fast-growing market. With developments between China and Grenada expected in the future, China will be our biggest tourism export market,” Qin shared. Coincidentally, come April this year, both Grenada and China will celebrate the tenth anniversary of resumed diplomatic relations between the two states.

“Choosing to participate at IT&CM China to reach the Chinese MICE buying market, was a clear one for us. We have witnessed the growth of IT&CM China becoming the largest and most professional MICE trade show in China. Its extraordinary professionalism, magnitude and quality buyers are key factors that led to our first participation at this event,” explained Qin on the motivation behind exhibiting at IT&CM China.

Grenada is one of the Caribbean’s most exclusive destinations, and popular with the western tourists with 600,000 visitors per year. With gorgeous beaches, restaurants ranging from fine dining to foodie snacks and several first-class spas; it offers visitors a distinctly Caribbean experience away from the tourist hordes. Delegates who visit the Grenada booth can expect to get a glimpse of the splendid scenery and relaxed lifestyle of the Caribbean. Interest sites include the Grenada Underwater Sculpture Park and Pure Grenada, a world-class integrated resort representing the distinctive features of Grenada.

Qin concluded, “Grenada is a fresh and exciting new destination for Chinese tourists, and we want to share it with the Chinese delegates.”

To find out more about Grenada offerings in China, visit their booth at IT&CM China from 14 to 16 April 2015.

For more information on IT&CM China, visit www.itcmchina.com

ABOUT UNITED DAMEI GROUP (GRENADA IS REPRESENTED BY UNITED DAMEI GROUP)

United Damei Investment Co. Ltd is a consulting service company specialised in American & Grenada investment immigration, medical overseas and real estate overseas service. United Damei develops hi-tech medical project and we have an experience professional team with its own complete system. United Damei provided professional consulting service with credibility, profession, efficiency and quality for customers. The headquarters is located in Beijing, there are branches located in Shanghai, Guangzhou and Qingdao. Its service network will be spread all over the country. Additionally there is a Representative Office in Los Angeles, CA, the American team will accept all the businesses from China.

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 China, 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.

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

Event Email: itcmchina@ttgasia.com

Cheryl Kah (Ms.)

Corporate Digital Marketing Executive

Email: cheryl.kah@ttgasia.com

Eileen Teo (Ms.)

Marketing Executive

Email: eileen.teo@ttgasia.com

Cheryl Tan (Ms.)

Corporate Marketing Manager

Email: 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

Event Email: itcmchina@citsmice.com.cn