

## MEDIA RELEASE

IT&CM China 2015 / 13

### **Over 30 Pan Pacific Hotels Group Properties to Showcase at IT&CM China 2015**

*Singapore, 31 March 2015* – In line with the Pan Pacific Hotels Group’s opening of a new Global Sales Office in Beijing aimed at complementing its existing Shanghai Global Sales Office, the group has announced its participation at IT&CM China with the objective of driving more Chinese business to their China hotels and to the rest of their global portfolio.

Cementing their corporate participation with a self-branded booth, Fabien Seet, Vice President, Sales of Pan Pacific Hotels Group underscored the significance of the Chinese market, “China is definitely of priority growth for us and is a very important customer source market. We are seeking development opportunities to bring both our Pan Pacific and PARKROYAL brands to gateway cities and resort destinations across the country, with Shanghai and Beijing being key targets.”

As a top Chinese city, Beijing is central to China’s tourism developments and represents a key source market for the Group’s properties within and outside of the country, putting the Group in an advantageous position to expand their customer reach and strengthen their foothold in the burgeoning Chinese travel market.

With five properties across China, the Chinese territory is currently Pan Pacific Hotels Group’s largest operating marketing outside of their corporate headquarters, Singapore.

Over the course of five years, the group has been building presence for the Pan Pacific brand in the major secondary Chinese cities including Tianjin, Ningbo, Xiamen and Suzhou where an increasing number of Chinese business and leisure travellers are welcomed every year.

Delegates can expect to see a portfolio showcase of some 11,000 rooms across the group’s 30 properties ranging from hotels, resorts to serviced suites throughout Asia, Oceania and North America at the Pan Pacific Hotels Group’s corporate booth. Delegates will also be able to learn more about the Pan Pacific and PARKROYAL brands, accommodation styles and service offerings through rich promotional material and dialogue with their sales associates representing the Group’s properties across the globe.

Outlining the group’s objectives for the Chinese market, Seet said, “IT&CM China presents a great opportunity for us to meet and network with quality international and Chinese MICE buyers, to strengthen the awareness of the Pan Pacific brand and introduce our other award-winning brand – PARKROYAL – to the Chinese market. We have seen the growth of IT&CM China and its (Ideally the opening ability to attract a good turnout of quality international and Chinese MICE buyers. Thus, we are excited about participating in the largest and leading MICE trade show in China and look forward to engaging with prospective clients and business partners.”

For more information on Pan Pacific Hotel Group’s offering, visit their booth at IT&CM China from 14 to 16 April 2015. For more information on IT&CM China, visit [www.itcmchina.com](http://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 9<sup>th</sup> 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 5<sup>th</sup> year running.

More information is available at [www.itcmchina.com](http://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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