

MEDIA RELEASE

IT&CM China 2014 / 14



IT&CM China's Association Day Returns For the 2nd Year

New initiatives aimed to uplift industry knowledge

Shanghai, 16 April 2014 – The second day of IT&CM China 2014 opened with much gusto as Association Executives thronged the educational sessions fronted by Association Day expert speakers from local representatives from China Electrical Equipment Industry, China Nonprescription Medicines Association, Eventown Group, International Dragon Award (IDA) Executive Committee, and Meeting Professionals International (MPI).

Alicia Yao, General Manager of IME Consulting, kicked off the Association Day forums with “Association Meetings in China: The Role of a PCO in Winning Business for China”, together with her fellow speakers, Jennifer Salsbury, Senior Director of China National Convention Center and Huang Bo, Vice-Chairman, of Department of Immunology, Chinese Academy of Medical Sciences. According to Yao, this plenary session addressed the importance of local Chinese PCOs in helping Chinese associations collaborate with their international counterparts to bring meetings to China. She said, “The emergence of more professional PCOs strengthens China’s position as a MICE destination. There are invaluable benefits that come with being a host destination of an association meeting. China is still a relatively new player in this industry. Collaborations with professional PCOs not only help to strengthen China’s position as a MICE destination, but also enable it to be on par with other experienced destinations vying for the same business.”

Li Xia Jun, Sales Manager of Zhuhai International Convention & Exhibition Center, who attended all the educational sessions said, “We were presented with relevant case studies and the speakers clearly articulated how associations should go about negotiating business in the domestic market. I learnt immensely from the experiences of more established peers. The Association Day is a great initiative that will go towards elevating the standards of China’s association industry.”

Chinese associations who wanted to learn how to organise large-scale association meetings outside of the country benefitted from Richard Wu’s session on “Learning from Success: Large-scale Association Meetings.” As the chairman of the IDA Executive Committee, Wu had successfully concluded the International Dragon Award Annual Conference last year. “This session touched on the successful case-study based on the 2013 International Dragon Award Annual Conference. Since 1996, we have held our congress in 15 different cities and each year we faced different challenges. Delegates learnt how they can obtain strong support from the local government, how to adapt to the different cultures from all over the world, and how they can attract officials to attend their congress,” says Wu.

“The speaker provided plenty of useful information, and I managed to seize the opportunity to know more about IDA which we consider to establish closer relationships in the near future,” said Ken Wang, Marketing Specialist of Institute of Digital Printing.

Facilitator of “Social Media: A New Paradigm for Association Meetings?” Zhang Nan, Project Manager of MPI shared the motivation behind the significance of her session. “The Chinese are leading the new trend of consumption which means social media is fast becoming an important source of information for the brand and

product decisions. Besides the benefits of social media, delegates have learnt how to develop a social media marketing strategy, build a social infrastructure for their events and integrate social media with online registration.”

Rounding up the day’s programme was the debut of the Association Presentations where Association Executives received the latest updates from destination CVBs and NTOs. Commenting on the value of this speaking platform, Singapore Tourism Board’s Executive Director, Conventions, Meetings & Incentive Travel’s Jeannie Lim said, “The association sector is very important for Singapore, and the Association Meetings presentation platform introduced this year at IT&CM China, presents a timely opportunity for us to work with the country’s association market and to reach out to its industry executives. ”

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**), MICE Committee of China Association of Travel Services (CATS), 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. 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 Service), and MP Shanghai.

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

Olivia Ng (Ms.)

Event Executive

Email: olivia.ng@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