

## MEDIA RELEASE

IT&CM China 2015 / 14

### **9<sup>th</sup> IT&CM China Opens Its Doors To Wider Audience Profiles, Larger Industry Support and Deeper Engagement Opportunities**

*All Eyes On Shanghai Marriott Hotel Parkview At Opening Ceremony and Welcome Dinner*

*Shanghai, 14 April 2015* – The Leading International MICE in China opens its 9<sup>th</sup> instalment today at new venue Shanghai Convention & Exhibition Center of International Sourcing.

According to Darren Ng, Managing Director of TTG Asia Media, IT&CM China 2015 has achieved new heights to feature more breadth and depth in terms of wider audience profiles, larger industry support and deeper engagement opportunities. “Since its inception, the show has widened beyond China’s general MICE industry to involve and address the objectives of valuable niches including local Associations through a 2-day programme, and Corporate Travel with the co-location of the inaugural CTW China travel management conference in partnership with Carlson Wagonlit Travel, China,” explained Ng.

He continued, “These expansions are part of a successful endeavor to deepen the value that our delegates receive, allowing them to better engage, source, network and harness information. Opportunities including destination presentations and campfire knowledge sessions are built on top of the already familiar business, educational and networking highlights.”

As a result, all-round commitment from NTOs, CVBs and Corporates have yielded an exciting profile of new exhibitors including destinations America, Australia, Berlin, Canada and Hunan, and corporates Chic Outlets Shopping®, Howard Johnson Conference Resort Chengdu, Jinling Hotels, Pan Pacific Hotel Group, Union Pay, World Tourism Cities Federation and Yu Yang Expo exhibiting with their own-branded booth. This year also sees a stronger lineup of airline representatives including airberlin, Delta Airlines, China Eastern Airlines and Singapore Airlines.

Strategic partnerships with reputable global and local organisations have also resulted in valuable outcomes. The show’s optimal 80% Chinese to 20% International buyer ratio features 60 hand-picked buyers by euromic, the MICE Committee of China Association of Travel Services (CATS) and World PCO Alliance. These 3 partners along with American Society of Association Executives (ASAE), International Congress & Convention Association (ICCA), and SITE will also be lending their expert speakers to deliver the most relevant and dynamic knowledge and educational sessions at this year’s event. In addition, this year’s show will be attended, for the first time, by 100 top international and local corporate travel buyers participating at the co-located inaugural CTW China.

CITS Limited, co-organisers of IT&CM China who is behind the participation of Chinese delegation to the show, revealed that this year’s procurement attendance also encompasses more than 40 of their very own corporate buyers whose events stretch across China and many major destinations all over the world such as Europe, Asia-Pacific and North America every year. Said Chen Yue Liang, Vice President of CITS Limited, Head Office, “There is no doubt that IT&CM China is a formidable player in the MICE market and presents ready inbound, outbound and domestic opportunities. While we ensure that that the show delivers one of the best of China’s MICE representatives, it is important that our own high-level buyers are here to take advantage of this platform.”

All eyes are also on the Shanghai Marriott Hotel Parkview as this latest city property hosts over 900 IT&CM China and CTW China delegates at the Opening Ceremony and Welcome Dinner – the first of many formal networking highlights over the course of the 3-day event. Expressed Marriott’s Market Vice President, Shanghai, Michael Malik, “Tonight’s Opening Ceremony & Welcome Dinner will be a true experience for delegates. We are excited to showcase our outstanding MICE facilities and “Meetings Imagined” approach with seven food stations symbolising seven meeting purposes – underlining our concept of unique meeting experiences tailored for the purpose of meetings. Lucky delegates can also stand to walk away with prizes during the evening’s lucky draw.”

The Shanghai Marriott Hotel Parkview property is strongly focused on events, meetings and incentives, offering one of the largest meeting rooms in Shanghai at 2,800sqm and two full-sized pillar-less ballrooms. In addition to 317 rooms, it also has a state of the art recreational center including a high-tech gym, full-sized tennis court, golf practice range and indoor swimming pool with floor-to-ceiling window.

Malik added, “We believe that Marriott’s partnership with IT&CM China | CTW China through this evening’s Opening Ceremony & Welcome Dinner, our intimate cocktail events, and Shanghai Marriott Hotel Parkview, JW Marriott Changfeng Park and Renaissance Shanghai Yangtze as our official hotels, will highlight Marriott’s unique advantage. We look forward to having delegates experience our Enhanced Marriott services that include Meetings Imagined, and our Meeting Services App. These solutions clearly underline our leadership as a conceptual and technological MICE innovator, as well as the number one choice for MICE events”

IT&CM China is the anchor event of Shanghai Municipal Tourism Administration (SMTA)’s Shanghai Business Events Week that features 8 industry business, education and networking events that will run from 14 to 18 April.

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**), American Society of Association Executives (**ASAE**), euromic, International Association of Professional Congress Organisers (**IAPCO**), International Congress & Convention Association (**ICCA**), MICE Committee of CATS, Outbound Tour Operators Association of India (**OTOAI**), Pacific Asia Travel Association (**PATA**), Society of Incentive Travel Excellence (**SITE**) 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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