

MEDIA RELEASE

IT&CM China 2015 / 16

IT&CM China 2015 Concludes With Over 13,000 Business Appointments Conducted

Shanghai, 16 April 2015 – The 9th IT&CM China concludes with a new record of over 13,000 business appointments conducted over the last 2 days. Participating exhibitors acknowledged the buzz and interest that the show has accomplished by delivering close to 500 quality buyers across MICE, association and corporate profiles.

Melia Hotel International is confident that their participation this year has increased business prospects from both Chinese and international buyers. Elaborating on why they have loyally supported the event year after year, Ruben Casas, the brand's Senior Director of Sales & Marketing Asia-Pacific said, "We received very interesting leads, as early as during the first day of business appointments. Clearly, IT&CM China is a very important trade show for us to generate brand awareness and promote Melia – Spain's number one hotel operator, which is also a leading hotel and resort brand in the world with some 400 hotels globally."

First-time corporate exhibitor Wyndham Hotel Group shared that they had achieved their sales and marketing objectives through the show. Charles Teng, Director of Global Sales said, "IT&CM China has helped us to promote our brand to the Chinese market and make connections with new buyers such as Applied Materials. The buyers we had appointments with are also professional and timely."

Chinese exhibitor Hangzhou New China Travel Service Co. Ltd's Deputy Managing Director, Mr Jackson Wang was particularly excited to have been able to explore business opportunities with buyers from Canada and Croatia. Wang said, "We have garnered more leads this year! We look forward to welcoming more international interest for our incentive travel, meetings and events in Shanghai, Hangzhou and Suzhou."

Buyers who also had a productive outing highlighted their business achievements. Remarked Jorge Rodriguez, Executive Board Member of Sotto Tour SA, Portugal, "I came to IT&CM China with the objective of looking for destinations for incentive trips in 2016. Through the business appointments we had, I believe that we will procure about USD 300,000 of grounds services, hotels and airlines within Mainland China as well as the Special Autonomous Region (SAR) destinations. I found it really worth-while to participate at this event."

First-time association buyer Kimberly LaBounty, President of Apex Management and Special Events Inc, USA shared that the exhibition showcase and business appointments had widened her options beyond those she had originally considered. She explained, "In addition to gaining valuable tools at the forums that have taught me how to make our conference a success, I also met vendors I may use. We had only considered Beijing as a potential Chinese destination previously, but now that I've been to the show, Shanghai is also on my short-list in addition to others."

Taiwan's IDA Executive Committee (IDA Annual Meeting)'s Chief Executive Ethan Wang expressed that the structured appointment scheduling system at IT&CM China was effective in allowing him to quickly connect with potential suppliers to create business opportunities. He further revealed, "I had good discussions with

destinations Melbourne, Fukuoka, Jeju and Toronto. These cities in addition to Las Vegas, Berlin, Thailand, Sapporo, Malaysia, Hangzhou, Taiwan and Bali are among those that have piqued my interest as a result of my participation at IT&CM China.”

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**), 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 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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