

MEDIA RELEASE

IT&CM China 2016 / 02

IT&CM China 2016 To Welcome Stellar Cohort of International Destinations, Corporates and Convention Visitors Bureaus

Singapore, 25 November 2015 – The successful IT&CM China 2015 has spurred returning and new exhibitors to participate at IT&CM China 2016, with many of these exhibitors establishing a bigger presence at the 2016 edition.

“The Chinese outbound market is one of the fastest growing tourism and MICE markets in the world right now. We are in our early stages of promoting Berlin as a leading worldwide MICE destination to the China market, thus it is imperative to gather market knowledge, keep track with market trends and meet partners from the Chinese industry face-to-face. IT&CM China has proven to be a good platform in achieving these goals last year, so we are looking forward to be in Shanghai again in 2016,” shared Ralf Ostendorf, Director Market Management of Berlin Tourismus & Kongress GmbH.

Elaborating why they have loyally supported the event year after year, Melvyn Yap, Regional Director, Asia of Silversea Cruises said, “We have been a supporter of IT&CM China since its inception. We will continue to support this event as the quality of buyers has been improving over the years.”

Zulkefli Hj. Sharif, Chief Executive Officer of Malaysia Convention & Exhibition Bureau (MyCEB) concurred, “MyCEB has continuously supported IT&CM China because it provides Malaysia with an opportunity to reach out to the Chinese buyers. Our participation in the 2016 show enables us to tap into the China, Taiwan and Hong Kong market. Through this year’s participation, we are confident we will be able to showcase the best of Malaysia’s meetings and incentive capabilities.”

MEET Taiwan has pledged its support for the show, with a 30% increase in their pavilion. Lily Su, Director added, “The increase in popularity of Taiwan’s MICE environment resulted in a surge of industry partners interested in participating at IT&CM China. To entice more MICE visitors to Taiwan, several local governments will be providing various incentives for international buyers, and MEET Taiwan will also kick off its latest awards programs at the 2016 show.”

Thailand Convention & Exhibition Bureau is also establishing a larger presence at the 2016 edition, with a 30% increase in suppliers at their 90sqm pavilion. Nopparat Maythaveekulchai, President of Thailand Convention and Exhibition Bureau said, “China has been one of Thailand’s top market sources for MICE travelers. With a rapid growth in China’s economy and meeting industry, Thailand continues to remain as the favorite destination for this market. In addition, our constant participation has reaped excellent results. IT&CM China is a good platform for us to meet with international and leading Chinese players, and to gain more business leads. Moreover, this event is also a platform to present Thailand’s brand communications campaign 2016 “Thailand CONNECT.... Our Heart Your World”, showing Thailand is not only a unique destination at the HEART of ASEAN and an unparalleled business hub at the HEART of both the emerging Asian region and the global marketplace, but also a thriving hub, where passionate people offer seamless service from the HEART, and with an unforgettable smile.”

Bobby Ong, Vice President, Sales & Marketing of Accor Hospitality commented on their 5th year participation, “Our past participation has constantly reaped results where we secured new leads and businesses from the one-to-one appointments we have with the buyers. As we continue to grow our Accor brand, IT&CM China is the platform where we are able to build brand exposure for our new hotels.”

“This is our 3rd year participating at IT&CM China, which has constantly proved its substance in delivering both quality buyers and exhibitors. Our annual participation has helped strengthened our relationships with buyers, and also raised HNA brand awareness. IT&CM China is an excellent publicity platform that supports our fast growing hospitality brands”, said Xiao Xi, Brand Media Manager.

“IT&CM China is a key trade platform for Minor Hotel Group to showcase our six hotel brands located in major MICE destinations and catch up on the latest business trends. In addition, IT&CM China allows us to connect to key partners and prospect new potential business based out of China and the rest of Asia”, said Tommy Lai, Area Director of Sales & Marketing, China of Minor Hotel Group.

“IT&CM China delivers unparalleled buyer profile including international and leading Chinese players in the MICE industry. This is a good opportunity to promote and increase Chimelong’s brand exposure in the market”, commented a representative from Chimelong Hotel.

Reputed for its track record of 80% Chinese buyers to 20% international buyers ratio, IT&CM China’s strength lies in the organisers’ network and resources to reach valuable segments that both international and domestic exhibitors desire.

Ooi Peng Ee, General Manager of TTG Events commented, “The Chinese market continues to be an important source of meetings and incentive buyers for many of our exhibitors. Our business appointment system, structured one-to-one business meetings, and superb networking sessions have constantly been highly rated by exhibitors as an excellent way to reach out to quality Chinese buyers they want to meet.”

Speaking highly of IT&CM China, first-time exhibitor Gabrielle Angriani, Marketing Manager of Indonesia Convention Exhibition said, “Indonesia Convention Exhibition (ICE) would like to build the a stronger networking relationship with MICE industry in China. We are looking forward to meeting with qualified buyers and establish good working relationships with them.”

New exhibitor Chiang Hui-Ching, Director General of Taitung County Government shares the same excitement, “IT&CM China is the largest and the leading international MICE event in China. It will be a great platform for us to showcase Taitung to the world. The focus of our exhibition is to promote Taitung’s culture and traditions, ecotourism, sports tourism, spas and wellness and MICE business. Our exhibition at IT&CM China provides the opportunity for Taitung to take center stage as a worldwide attraction.”

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

ABOUT IT&CM CHINA 2016

IT&CM China 2016 will be held from April 6 to 8 at Shanghai Exhibition & Convention Center of International Sourcing. This is the 10th instalment of the international MICE event that seeks to “Promote China to the World and the World to China”. The 2016 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 2016 for the 6th year running.

More information is available at www.itcmchina.com

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