

MEDIA RELEASE

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IT&CM China and CTW China 2018 Leads With International CVB Expansion, Enhanced and Focused MICE Education Offerings

Shanghai, 2 March 2018 – The 12th edition of the leading international MICE event in China returns with an exciting mix of Business, Networking and Education reveals. IT&CM China 2018 will showcase a new Opening Ceremony venue partner, official hotel partners, a dedicated luxury pavilion, and the inaugural China MICE Conference dedicated to incentive and inbound tourism; while CTW China 2018, the leading corporate travel management conference for China, marks its 4th year with a renewed format to benefit stakeholders.

Said Darren Ng, Managing Director, TTG Asia Media, “2018 is set to become a landmark year. The significant space expansion of between 50% to 100% by returning international exhibitors attests to continued confidence that IT&CM China and CTW China delivers on key Chinese MICE buyers, supported by TTG’s highly regarded business matching system.”

“This confidence is also borne out of the fact that the events’ Associations Day, Corporate Travel World and China MICE Conference continue to feature thought-leaders from across the respective MICE domains. Support from ICCA, World PCO Alliance, ASAE, SITE, and TTG Events’ own conference programme team have produced a substantive line up of conference sessions that promises to educate, excite and delight.”

IT&CM China and CTW China’s Opening and Keynote session on 20th March will kick off an impressive 3-day education line-up starting with a stellar panel comprising Jack Yao, Secretary General of China Council for the Promotion of International Trade; Zhang Shijing, President of CTS MICE Services; Cathy Yun, Chairman of Sourcing China; and Alicia Yao, General Manager of IME Consulting.

Exhibitor and Buyer Engagements In Full Swing

International CVBs and NTOs have made IT&CM China the platform of choice for their MICE engagement, adding Argentina, Fukuoka, Indonesia, Jeju, Korea, Los Angeles, Malaysia, Philippines, and Thailand.

Added Mr. Ng, “The significant expansion from our international exhibitors recognises IT&CM China’s continued investments in attracting quality MICE buyers, and deliver education at the highest levels. It shows that TTG understands the unique position of the MICE segments, and how MICE players engage.”

China exhibitor domination springs towards full take-up with increased presence and independent pavilions from new and returning cities like Chengdu, Hainan, Hangzhou, Ningbo, Shanghai, Xiamen, Kunming, Hong Kong SAR, and Macau SAR, amongst many others. The corporate showcase includes AccorHotels, Air China, Chimelong, HKCTS group, Millennium Hotels & Resorts group, Carlson Wagonlit Travel, Minor Hotels group, Tempus Group, and more.

IT&CM China and CTW China maintains its 80:20 local to international ideal ratio, expecting more than 400 MICE, Association, and Corporate buyers and media in attendance. Domestic buyers have been confirmed from over 42 cities including Beijing, Shanghai, Chengdu, Guangzhou, Harbin, Sanya, Urumqi, Xi'an and international buyers across 41 countries and territories.

Networking, Sponsorship and Global Support Across More Platforms

Hilton Shanghai Hongqiao, one of the three official hotels, is venue partner for the Official Opening Ceremony and Welcome Reception on 20 March. Delegates get to experience state-of-the-art meeting facilities, rooms, and amenities at the newly-opened Courtyard by Marriott Shanghai Changfeng Park, where most social functions will take place.

JW Marriott Hotel Shanghai Changfeng Park will be home to CTW China's table top appointments, conference, and networking components. CTW China's refreshed format within a one-stop venue will allow speakers, suppliers, and corporate buyers to connect effortlessly. Its close proximity to IT&CM China at Shanghai Convention & Exhibition Center of International Sourcing coupled with scheduled business sessions with MICE exhibitors continue to allow both events to draw synergy from their co-location.

EXO Events is the appointed provider for the Pre-Show City Tours in Shanghai. IT&CM Events strategic partner, Thailand, comes in as major on-site sponsor. Macao SAR will host a luncheon this year while returning destination Argentina is set to host a networking dinner during IT&CM China and their first exclusive FAM trip that will take place later in the year. Swisshotel Osaka and Tempus Group will partner to put together a FAM trip for buyers post IT&CM China.

Knowledge-Intensive Education Programme

IT&CM China's heavy emphasis on the importance of knowledge acquisition sees the debut of the China MICE Conference in addition to the dedicated Associations Day Forum. IT&CM China will partner Tempus Group to helm the on-site Edu-hub featuring new incentive, luxury, inbound and association tracks. These programmes are developed in collaboration with endorsing associations ASAE, ICCA, SITE, and World PCO Alliance.

CTW China promises an immersive 2 days centered on Corporate Travel and Corporate Meetings & Events tracks. Topics cover business travel localisation strategies, the sharing economy situation in China, payment solutions, artificial intelligence and technology showcases, plus more. Expect top local and international experts from Carlson Wagonlit Travel and Solutions group, Airbnb, AirPlus International, Alibaba, China Eastern, DiDi, Ford, OSRAM Asia Pacific, Tencent, amongst others, who will helm as speakers.

"The positive momentum from our exhibitor showing, and buyer and media delegates, continues to prove that we are headed in the right direction and underlines our leading position in the China MICE market. Ardent involvement from our impressive lineup of speakers, industry partners and endorsing associations is also a testament to the robust show that all stakeholders can look forward to and benefit from this year", said Ng.

IT&CM China 2018 and CTW China 2018 will be held from 20 – 22 March in Shanghai. To explore how you can make the most out of the exhibition, sponsorship, and networking opportunities at IT&CM China and CTW China, contact us at itcmchina@ttgasia.com and ctwchina@ttgasia.com respectively.

ABOUT IT&CM CHINA 2018

The Leading International MICE Event in China

IT&CM China 2018 will be held from March 20 to 22 at Shanghai Exhibition & Convention Center of International Sourcing. This is the 12th instalment of the international MICE event that seeks to “Promote China to the World and the World to China”. The 2018 event expects an attendance of 3,000 MICE professionals from sectors including DMCS, PCOs, corporate travel and associations, some 400 hosted delegates, over 14,000 business appointments as well as over 75 business, education and networking sessions.

It has the support of Shanghai Municipal Tourism Administration (SMTA), Shanghai Convention & Exhibition Industries Association (SCEIA), American Society of Association Executives (ASAE), China Business Event Federation (CBEF), International Association of Professional Congress Organisers (IAPCO), International Congress & Convention Association (ICCA), Korea MICE Association, Philippine Council of Association and Association Executives (PCAAE), Society for Incentive Travel Excellence (SITE), and World PCO Alliance.

Co-located with CTW China as China’s Only Doublebill Event In MICE and Corporate Travel, IT&CM China is part of the IT&CM Events series 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 International.

For more information on IT&CM China, visit www.itcmchina.com | WeChat ID: ITCMChina

ABOUT CTW CHINA 2018

The Leading Corporate Travel Management Conference For China

- Incorporating Meetings & Events

CTW China is the market's answer to the proliferation of corporate travel management activities, including business travel & entertainment (T&E) as well as Meetings & Events (M&E), for Chinese-grown companies and multi-national corporations based in China. Established in 2015, this market-driven event is thus dedicated to raising the sophistication of Chinese professionals who manage the wide and varying scope of corporate travel related needs for their organisations. By localising best global practices and cultivating a sustainable expert and peer-sharing knowledge support network, CTW China is at the helm of enabling local influencers, planners and decision makers of corporate travel functions to get the most of their corporate travel management decisions.

Co-located with IT&CM China, CTW China is part of the CTW Events series co-organised by TTG Events, a business group of TTG Asia Media. This event is co-organised by Carlson Wagonlit Travel, China.

For more information on CTW China, visit www.corporatetravelworld.com/china | WeChat ID: CTW-CH

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