

# MEDIA RELEASE

IT&CM China 2018 / 02



## **Argentina Intensifies Partnership At IT&CM China 2018 With 100% Pavilion Increase, Destination Presentation, Hosted Dinner And FAM Trip**

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*Shanghai, 13 March 2018* – Destination Argentina, fronted by the National Institute of Tourism Promotion, Argentina (INPROTUR), returns to IT&CM China 2018 for their 2<sup>nd</sup> consecutive year, determined to anchor their brand onto China’s map. Participating at twice the size plus an Associations Day Destination Presentation, Hosted Networking Dinner on 21 March, and a post-event FAM trip in September, Argentina is one of the destinations to look out for in this year’s exciting exhibitor line-up.

Elaborating on the importance of IT&CM China and the decision to return, Emora Franco, Meeting Industry Coordination, INPROTUR, “China has been defined as one of the seventeen prioritised markets by our National Institute of Tourism Promotion. We were extremely well-received and had a very successful participation last year. We met more buyers and decision-makers than expected, prompting our renewed efforts to return with more destinations and companies in tow.”

Argentina will conduct a Destination Presentation on 21 March during the events’ dedicated 2-day Associations programme, showcasing meeting destinations and the subventions available for organisers. Their engagement efforts continue at the hosted buyer networking dinner on 21 March at the brand-new Courtyard Marriott Changfeng Park, and a Spring FAM trip for selected Chinese MICE buyers later in the year.

On taking on these platforms to elevate Brand Argentina at IT&CM China, Franco added, “Private events like our luncheon in 2017 have been a good way to establish meaningful relationships and make new contacts, getting to know what buyers really want while focused on our destination. We also believe that the best way to experience a far-away destination is by seeing it for yourself. Spring in September is a great time to discover the great variety of landscapes, climates and unique venues for events that Argentina has to offer.”

According to ICCA statistics, Argentina ranks as one of the top 20 most popular countries for association meetings with more than 180 international congresses under its belt. Its capital, Buenos Aires, commands the number one spot for a meetings destination in the Americas for eight consecutive years. The country has also been developing its tourism infrastructure exponentially, stimulating investment and massive potential in business and leisure travel.

Culturally diverse, Argentina has 6 tourist regions that combine Latin American spirit with European legacy, 48 destinations suitable for hosting international events, and over 30 Convention & Visitors Bureaux. It also receives more than 800 international flights weekly from 50 destinations across 5 continents.

Franco reinforced, “Argentina is a destination of excellence coupled with affordability within the Latin America region. For overseas tourists, we waive the 21% VAT usually charged on accommodation, breakfast included, if it is part of the cost of lodging. As of 2016, Chinese tourists are exempted from requiring visas to travel to Argentina if they hold valid visas for Europe or the United States of America, further boosting connectivity and breaking down barriers to entry. All the more reason to make Argentina the next destination of choice.”

This year, the city of Buenos Aires will be represented by the Tourism Board at IT&CM China 2018. Aerolíneas Argentinas, the destinations’ largest airline and national flag carrier, will also be joining the Argentinean entourage on the show floor.

A major commercial, financial & political centre in Latin America, Buenos Aires is an important business meeting point served by unique heritage, affordable yet modern world-class amenities and services, excellent global connections, and experience in hosting major events – seeing that a third of Argentina’s business conventions and exhibitions, fairs, and festivals are held in Buenos Aires. International events such as the G20 Summit, the WTTC Global Summit, the Youth Olympic Games, FDI World Dental Congress, and countless more, are slated to take place in Argentina this year.

IT&CM 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, contact us at [itcmchina@ttgasia.com](mailto:itcmchina@ttgasia.com). To get in touch with Argentina, visit them at booth B8 during exhibition days from 21 to 22 March or contact [sales.itcmchina@ttgasia.com](mailto:sales.itcmchina@ttgasia.com).

#### **ABOUT ARGENTINA – NATIONAL INSTITUTE OF TOURISM PROMOTION**

**INPROTUR** belongs to the Argentina’s Ministry of Tourism and it is your first point of contact for planning your meeting in Argentina. Our 48 meeting destinations await you with cultural and natural diversity, outstanding landscapes, international flight connections, unique hospitality and professionals prepared to make your event a success.

Find us at [www.argentina.travel](http://www.argentina.travel)

#### **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 12<sup>th</sup> 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](http://www.itcmchina.com) | WeChat ID: ITCMChina

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