

MEDIA RELEASE

IT&CM China 2018 / 03



IT&CM China 2018 Opens Strongly, Underscored By Prominent Industry Support On All Fronts

Shanghai, 20 March 2018 – The 12th IT&CM China makes a stellar open marked by a stronger foothold within the Chinese MICE market backed by the support of local endorsing associations, destinations, and brands. Organisers revealed indicators that include exhibitors returning with 50% to 100% larger booths, more domestic sellers represented through independent pavilions, an ideal 80:20 Chinese to international buyer participation, 30 influential local experts helming knowledge sessions, the largest showing of Chinese media participation. 38 Chinese media have registered to attend, joining 12 hosted international media organisations.

The China Business Event Federation's officiated their foundation during this evening's Opening Ceremony at Hilton Shanghai Hongqiao. This was preceded by today's keynote address at the opening session held at the Marriott Courtyard where China's globally expanding MICE footprint was presented. The opening session featured illustrious industry leaders Jack Yao, Secretary General of the China Council for the Promotion of International Trade (CCPIT); Alicia Yao, Vice President of the China Business Event Federation (CBEF); Cathy Yun, Founder of Sourcing China; Roger Wang, President of the Global Chinese Marketing Federation; and Zhang Shijing, President of CTS MICE, are among the highlights that demonstrate IT&CM China's prominence as a leading industry event.

"China's MICE industry is onto its next wave of growth, one that is dependent on our collective ability to propel our standards and competitive advantage to the next level. To do this, we are spearheading the launch of guidelines for national conventions and MICE associations to raise the industry's sophistication nationwide to compete globally. Along with like-minded association counterparts, we are excited to leverage on IT&CM China to reach out to our fellow peers at large," said Alicia Yao, Vice President of the China Business Event Federation (CBEF).

Cited Darren Ng, Managing Director, TTG Asia Media, "Our team and co-organising partners, CITS MICE and MPI have worked hard to ensure that IT&CM China continues to be as much of a platform for China to deepen local relationships as it is for our international delegates to find ample opportunities within the China MICE market. Having organisations leverage on this event to further their strategic objectives is indicative of the influence IT&CM China has as a leading industry event."

"It is our privilege to be the platform of choice for leading industry associations such as ICCA, ASAE, SITE, World PCO Alliance, IAPCO, and CBEF. All of them have contributed in more ways than one to help us make IT&CM China a must attend for key decision makers in the China MICE industry. Their support will be showcased during the inaugural China MICE Conference and dedicated Association Day Forums on 21 and 22 March, and spotlight branded endorsements like Tempus Group's partnership on the purpose-built Education Hub."

“This year’s show sees a significant growth in the number of association buyers and corporate buyers, made possible by the co-location of Corporate Travel World (CTW) China and our various association partnerships. Our consistent track record has been vital in securing the returning engagement of exhibitors, and the increase you see from some of them” said Li Zhuyuan, Deputy General Manager of co-organiser CITS International M.I.C.E. Co., Ltd.

Co-located CTW China 2018 saw 234 corporate buyers and top-level industry experts come together at the Meet-Your-Peers session, one of the Event’s most successful engagement sessions in attracting local corporate buyers to the show.

IT&CM China 2018 will connect 289 global and domestic destinations and brands to over 500 Chinese and international buyers over some 14,000 business appointments. 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.

IT&CM CHINA 2018

Date: 20 – 22 March 2018
Venue: Shanghai Exhibition & Convention Center of International Sourcing, China
Event URL: www.itcmchina.com

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 (PCAEE), 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

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