

MEDIA RELEASE

IT&CM China 2018 / 04



IT&CM China 2018 Show Floor Marked By Larger Representation, Sponsorships

Shanghai, 21 March 2018 – China’s leading international MICE event opened today, marked by 50% to 100% larger representation by new and returning destinations and brands, more independent pavilions, and a 500-strong buyer delegation that hail from more than 42 Chinese cities and international markets. Some 14,000 business appointments are expected to take place during the 2-day exhibition featuring 289 exhibiting organisations.

Commended Yang Dongwen, General Secretary, Hainan Province MICE Association, “This year, we made a breakthrough in the number of organisations represented at the Hainan Pavilion. Collectively, our buyer appointments and quality leads generated here were very successful. With even better results generated in this aspect, our participation here has been extremely fruitful.”

For the first-time, the event’s knowledge sessions took place in a dedicated education hub made possible in partnership with Tempus Group. The show had refreshed its content line-up, launching the inaugural China MICE Conference on inbound tourism, incentives, and cruise demand. Returning association day forums were helmed by leading industry associations ASAE, ICCA, and World PCO Alliance, adding immense credibility to the anticipated sessions.

Added Ike Zhang, Vice President, Tempus Group, “Collaborating with IT&CM China on the education hub is a great fit for us as we feel strongly about opportunities for customers and the industry at large to better understand current trends and knowledge impacting our profession. As we are also new to this market, this is an excellent way to promote ourselves at the event.”

Today’s highlights also include some 14 media briefings and destination presentations, sponsored networking luncheons and afternoon cocktail by Macao, and a hosted dinner by Argentina for select buyers.

As one of this year’s largest networking sponsors, Macao Trade and Investment Promotion Institute (IPIM) hosted an exclusive luncheon for Chinese buyers at the newly-opened Courtyard Marriott Changfeng Park, in addition to daily networking cocktails at their pavilion for all delegates.

Mrs Irene Va Kuan Lau, Executive Director, Macao Trade and Investment Promotion Institute on their luncheon, “Mainland China, in particular Shanghai, is a priority market and we are glad to leverage on IT&CM China as a platform to target this important segment. Our luncheon today allowed for a more targeted approach to get our brand message across to key Chinese buyers and was an informal session to get to know buyers and their needs while promoting IPIM as a one-stop service.”

After a positive experience last year, returning National Institute of Tourism Promotion, Argentina, along with debuting Aerolíneas Argentinas, the country’s national carrier, chose a targeted dinner this evening to showcase



featured destination Buenos Aires. Invited buyers also caught a sneak preview of the post-event FAM trip to the destination taking place later in September 2018.

Added Emora Franco, Meeting Industry Coordination, National Institute of Tourism Promotion, Argentina, “IT&CM China has been an excellent opportunity for Argentina to get to know and engage with Chinese decision makers while showcasing the extensive services that Argentina Tourism Board can offer for visitors. For example, the 21% VAT refund in accommodation services, establishing touch-points with main tourism authorities and Convention Bureaux, providing a full list of meeting facilities, among others. All buyers invited expressed a huge interest in our destination, reaffirming our continued work on promotional efforts for China and Asia markets.”

Yesterday, EXO Events hosted the pre-show Shanghai city tours for buyers and media to the former French Concession and M50 Art Park, while Thaiwoo will extend the same hospitality post-event at its 2020 Olympic Ski Resort near Zhangjiakou from 23 to 25 March.

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 (PAAE), 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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