

MEDIA RELEASE

IT&CM China 2016 / 04

IT&CM China 2016 Opens Today With 10th Anniversary Celebration And New Initiatives Including Official WeChat Account

Shanghai, 6 April 2016 – The 10th IT&CM China 2016 opens its milestone instalment today on a high-note with a stellar delegate attendance, an anniversary celebration, and new initiatives spotlighting the event’s 3-day programme.

On the show front, this 2016 sees the participation of 280 returning and new international and Chinese destinations, corporates and convention visitor bureaus, boosting the largest MICE trade show in China. Notably, China’s MICE exhibitors form 35% of the exhibition floor that collectively represent a broad supplier base across China. The significant participation of Chinese and International CVBs reaffirms IT&CM China’s position as the leading MICE exhibition for China.

In addition, the show’s hosted buyer profile features 320 attending Chinese buyers from renowned buying houses and leading corporate brands who form 80% of the buying demand, reflecting the huge outbound and domestic demand of China’s buoyant MICE market. This optimal mix of 80% Chinese buyers to 20% international buyers, including 400 hosted buyers, serve a total of 26 geographic markets internationally and domestically.

Mr Darren Ng, Managing Director of TTG Asia Media explains, “The last 10 years were spent progressively raising the participation of the local Chinese market so that IT&CM China truly encapsulates the best of China’s MICE supply as well as its buying power. And the 10th instalment best showcases the success of this endeavor.”

“Undoubtedly, it is the show’s ability to consistently bring together the best of China and the world’s buying powers that make IT&CM China a choice event by leading global and local MICE destinations and corporate brands as their preferred showcase and engagement platform to reach the Chinese MICE market,” Zhang Shou, Deputy General Manager, of CITS International M.I.C.E adds.

Celebrations of IT&CM China’s 10th anniversary culminate this evening at the joint Opening Ceremony and Welcome Dinner (OC) with co-located conference CTW China. The highlight of the occasion is a novel ‘walk-about’ food dining concept, made possible by the world-class kitchen at Shanghai Marriott Parkview, that showcase culinary delights of selected 2016 participating destinations at IT&CM China. This gourmet melting pot experience promises to heighten the networking opportunities as delegates become engaging participants in the milestone celebration that comes complete with diverse performances and photo opportunities amidst a one-of-a-kind photo-wall which features some 1,000 names of pre-registered IT&CM China delegates.

“At Shanghai Marriott Parkview, we pride ourselves with conceptualising and delivering unique, memorable event concepts. Our hosting of this evening’s celebration does just that. From our venue showcase, to the culinary possibilities and unsurpassed hospitality, we believe that this will be an evening to remember. We are delighted to be able to be part of IT&CM China’s 10th anniversary in such a significant way,” said Johnny Chen, Resident Manager of OC sponsor Shanghai Marriott Hotel Parkview.

Half of IT&CM China's 60 anticipated hotel stay, travel experiences and gift prizes will also find winners today during the evening's celebrations as part of the event's launch of its Official WeChat account. Mr Ooi Peng Ee, General Manager of TTG Events, said, "Our newly launched WeChat account is already enabling us to effectively engage with local industry players. To mark this launch, there are amazing prizes to be won through this platform every day. Delegates can look forward to winning even more prizes over the next 2 days at the event hall."

The first day of IT&CM China also features a brand new education opener, "Spotlight On Incentive", aimed at kicking off the rest of the show's knowledge line-up over the next 2 days. Moderated by Kongres Magazine's International Editor Robert Cotter, alongside co-presenters SITE Global International Board of Directors' Alicia Yao and Incentive Research Foundation's Trustee Joost De Meyer, the full-house session emphasises the power of Incentive Travel as a motivational tool and explores the major trends surrounding inbound and outbound Chinese incentive in relation to the international market.

Said Cotter, "With IT&CM China being a leading MICE event in this geographic market, a well-known but under-explored subject like Incentive Travel is really apt in setting the pace of this year's event – be it on the exhibition floor or for further deliberations at educational session over the next 2 days."

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

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, Pacific Asia Travel Association (**PATA**), Philippine Council for the Advancement of Association Executives (**PCAEE**), Society for Incentive Travel Excellence (**SITE**) and World PCO Alliance.

IT&CM China is also co-located with CTW China – The Leading Corporate Travel Management Conference For China.

More information is available at www.itcmchina.com

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