

## MEDIA RELEASE

IT&CM China 2016 / 05

### **Huge Industry Endorsement and Support Shape IT&CM China 2016's Programme**

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*Shanghai, 7 April 2016* – IT&CM China 2016's first day of business activities kicked off amidst other event highlights including Association Day Forums, Campfire Knowledge sessions, Association Day Destination Presentations, Networking Lunch and Cocktails and a brand new media briefing engagement format.

In addition to the show's stellar business profile of 280 international and local MICE exhibitors, over 500 attending buyers including 320 Chinese buyers and 400 hosted buyers representing 26 geographic markets globally, education and networking activities are largely adding to the event's depth by providing opportunities beyond pure business discussions. Many organisations are also taking advantage of these platforms to entrench their presence at the show and engage industry delegates.

SITE is among the organisations speaking at the 10 educational Association Day Forums and Campfire Knowledge sessions held today and tomorrow. Commenting on SITE's collaboration at Campfire knowledge topic "Introducing The Power of Incentive Travel", Alicia Yao, SITE Global International Board of Directors said, "The show's opening Spotlight on Incentive session yesterday, which SITE also supported, was a wonderful opportunity to get IT&CM China's delegates to notice the benefits of Incentive Travel and how they could employ it to advance their company's objectives. Today, co-presenter Joost De Meyer, Trustee of Incentive Research Foundation, are looking forward to take up this topic once again, but on a smaller scale that allows for more in-depth discussions with attendees. Platforms like these will go a long way in promoting SITE and the professional services of our global network of members."

Collectively, 14 well-established local and international industry speakers hailing from organisations such as CWT Solutions Group Asia Pacific, EventBank, ICCA, China MICE Committee and Pantravel, will front IT&CM China's educational programme.

Association buyer Ma Hongjian, Chairman of the Greater China Experts & Enterprisers Union, said of his experience at the Association Day Forums, "The sessions were really centered on the association sector, providing niche professionals like myself, targeted and relevant knowledge in this area. I found a deeper understanding of the Chinese Association meeting market. Indeed my time here has been worthwhile as I gained plenty of practical insights."

Meanwhile, Jeju Convention & Visitor Bureau, Macau Trade and Investment Promotion Institute, and Malaysia Convention & Exhibition Bureau are among the exhibiting companies taking centre stage in promoting their destination as the choice MICE city or country at the exclusive Association Day Destination Presentations.

Explained Jeju Convention & Visitor Bureau's Marketing Director Jin-Hun Cho, "The objective of our presentation is to get the industry to notice Jeju as a potential destination for their event, and highlight what the island has to offer. We believe that through constant exposure like this, our efforts will help drive an increase of MICE events to Jeju in the medium to long-term."

Buyer and Media delegates were also presented the opportunity to take conversations further at today's networking lunch and a privately hosted cocktail for selected delegates by JW Marriott Shanghai Changfeng Park this evening.

"While many important business matters take place on the show floor, there are many others that take place while networking in more casual settings. JW Marriott Shanghai Changfeng Park is delighted to create such an opportunity for IT&CM China's delegates and also enable our own team to get to know some of these delegates better," said Crystal Song, JW Marriott Shanghai Changfeng Park's Director of Marketing.

IT&CM China's brand new media briefing engagement format also saw an unprecedented 13 international and Chinese exhibitors including AccorHotels, Chengdu Municipal Bureau of Exposition, Club Med, Daimaru Matsuzakaya Department Store, Delta Air Lines, Hangzhou Tourism Commission, Ningbo Tourism Administration, Macau Trade and Investment Promotion Institute, MEET Taiwan & Kaohsiung, Taitung Government Department of Tourism, Thailand Convention & Exhibition Bureau, WH Ming Hotels Wyndham Hotel Group and Xiamen Conference & Exhibition Association, secure dedicated briefing sessions to update attending media on their latest developments and campaigns. The new briefing format features 2 concurrent tracks, one track each for international and local media that will be conducted in English and Mandarin respectively. Media angles are also tailored and made relevant to the geographic markets represented by each group.

Victoria Liu, General Manager of Good Services Company representing Taitung Government Department of Tourism, shared, "We are really satisfied with the number of International and Chinese that we reached through our two media briefing sessions. I believe that this will help drive publicity of Taitung both globally and locally to increase awareness and knowledge about the destination. Many are familiar with Taiwan as country, but now, more of the industry will come to know the appeal of this Taiwanese city, called Taitung,"

Similar sentiments were shared by Roger Shu, M.I.C.E Director of Hangzhou Tourism Commission, "We were able to introduce and showcase Hangzhou's rich MICE resources and capabilities to the international media delegation. This platform made possible by IT&CM China has helped us to achieve our objectives of reaching out to the global market to attract more international conventions and conferences to be held in Hangzhou."

Ooi Peng Ee, General Manager of TTG Events said, "Our commitment to supporting IT&CM China's business front through quality and meaningful education and networking efforts is another aspect of our continued success. The draw of the Chinese and International MICE community to the show also has much to do with the multiple platforms made available here to connect, learn and engage with the best minds and expertise in the industry."

For more information on IT&CM China, visit [www.itcmchina.com](http://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 10<sup>th</sup> 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 (**PCAAE**), 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](http://www.itcmchina.com)

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