

## MEDIA RELEASE

IT&CM China 2019 / 02

CTW China 2019 / 02

### Innovation Themes At IT&CM China and CTW China 2019 Featuring New Initiatives

---

*Shanghai, 19 March 2019* – IT&CM China and CTW China kickstarts today, its 13<sup>th</sup> and 5<sup>th</sup> edition respectively, with new initiatives that feature throughout the 3-day event. Aimed at enhancing delegates' experience, China's only doublebill event in MICE and Corporate Travel has re-designed its Business, Networking and Education programme that continues to lead the industry in outbound, inbound and domestic demand.

Setting the tone for IT&CM China and CTW China, the much anticipated **opening keynote** underscores the significance and role of Innovation in the industry's pursuit of sustainability. Delivered in the style of inspiring TED talks, today's keynote is a culmination of three different perspectives of how organisations in China's MICE industry can embrace innovation to stay sustainable and relevant in the years to come.

Presenters are illustrious leaders in their field – Shelley Tang, General Manager of Hangzhou International Expo Center and North Stars Venue Management Co., Ltd; Chris Dingcong, Creative and Managing Director, Springtime Design Limited (Hong Kong) and Lucas Rondez, Founder, CEO and Investment Manager of niHUB Innovation Center & Startup Accelerator & Incubator; and Guoye Qiu, General Manager of Xiamen ITG MICE Group Co., Ltd. The latter is presenting partner of this year's keynote.

Said keynote moderator Noor Ahmad Hamid, Regional Director (Asia Pacific) of ICCA, "A hot topic like Innovation transcends industries. Learning tried and proven concepts and ideas from success stories within and outside of MICE is a great way to kickstart an inspiring IT&CM China and CTW China". Olivia Jia, Senior Manager of IME Consulting joins Noor as co-moderator.

Delegates will find plenty more elements of innovation weaved throughout various content components across the show with strong take-up of this year's new initiatives.

GL Events, Hainan, Macau, Philippines, Qingdao, Taiwan, Thailand, and Xiamen are among the featured destinations and brands in the guided **Exhibition Walkabout** comprising of Association Buyers and Media, while IT&CM China exhibitors Accor Hotels, Evergrande Venice Resort, Hard Rock International, Sunway Hotels & Resorts and Zhuhai International Convention & Exhibition Center have chosen the inaugural **Meet The Corporates** to connect with CTW China corporate travel procurement buyers in a speed-dating format.

Open to all MICE and Association buyers and media, Qingdao Municipal Culture and Tourism Bureau, Malaysia Convention & Exhibition Bureau, Meet Taiwan, Taiwan Tourism Bureau, Xiamen Municipal Bureau of Convention and Exhibition Affairs, Zhuhai International Convention & Exhibition Center, Department of Tourism, Culture, Radio, Television and Sports of Hainan Province and GL Events will be sharing their latest developments first-hand at **Brand Showcase Presentations**.

Collectively, the Brand Showcase Presentations, Meet The Corporates and Exhibition Walkabout provide supplementary avenues for delegates to go beyond the usual one-on-one business appointments to explore and establish networks and develop potential procurement opportunities.

Other new features such as the Power Innovation Luncheon and MICE Innovation Hub are making a debut to expose delegates to emerging MICE solution players with creative answers to today's and perhaps, tomorrow's business challenges. This year's participating start-ups and tech enterprises talents – 1000Meetings, 247Tickets, CrowsNest, Guiddoo World, Maycur, and Ultra Space Technology – will share insights on trending solutions illustrated with case studies during the **Power Innovation Luncheons** that is open to all delegates.

Today's programme also revealed another new highlight, **Say Hi to Everyone**, where delegates get a sense of who's who before the commencement of the exhibition via a networking coffee break with conversational props as well as an interactive ice breaker session that introduced 2019's attendee profile and increased familiarity between delegates.

Cited Darren Ng, Managing Director, TTG Asia Media, "Our delegates and partners have been our constant source of inspiration in wanting to make IT&CM China and CTW China a fulfilling annual event to set us in the right direction for the year ahead. This year's newly introduced initiatives will enable delegates to leverage on IT&CM China and CTW China's substantive line-up to further their strategic objectives within the China MICE market."

#### **IT&CM CHINA & CTW CHINA 2019**

Date: 19 – 21 March 2019  
Venue: Shanghai Exhibition & Convention Center of International Sourcing, China  
Event URL: [www.itcmchina.com](http://www.itcmchina.com), [www.ctwchina.com](http://www.ctwchina.com)

#### **ABOUT IT&CM CHINA 2019**

##### **The Leading International MICE Event in China**

IT&CM China 2019 will be held from March 19 to 21 at Shanghai Exhibition & Convention Center of International Sourcing. This is the 13<sup>th</sup> instalment of the international MICE event that seeks to "Promote China to the World and the World to China".

It has the support of American Society of Association Executives (ASAE), China Business Event Federation (CBEF), City Conference & Event Executive Union (CCEU), ChangSha Meeting Industry Association, China Association of Travel Services MICE Committee, International Association of Professional Congress Organisers (IAPCO),



International Congress & Convention Association (ICCA), Korea MICE Association, Philippine Council of Association and Association Executives (PCAAE), Shanghai Municipal Administration of Culture and Tourism, Shanghai Convention & Exhibition Industries Association (SCEIA), 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

## ABOUT CTW CHINA 2019

### **The Leading Corporate Travel Management Conference For China - Incorporating Meetings & Events**

CTW China is the market's answer to the proliferation of corporate travel management activities, including business travel & entertainment (T&E) as well as Meetings & Events (M&E), for Chinese-grown companies and multi-national corporations based in China. Established in 2015, this market-driven event is thus dedicated to raising the sophistication of Chinese professionals who manage the wide and varying scope of corporate travel related needs for their organisations. By localising best global practices and cultivating a sustainable expert and peer-sharing knowledge support network, CTW China is at the helm of enabling local influencers, planners and decision makers of corporate travel functions to get the most of their corporate travel management decisions.

Co-located with IT&CM China, CTW China is part of the CTW Events series co-organised by TTG Events, a business group of TTG Asia Media.

For more information on CTW China, visit [www.corporatetravelworld.com/china](http://www.corporatetravelworld.com/china) | WeChat ID: CTW-CH

## MEDIA CONTACT

### INTERNATIONAL

#### **TTG Asia Media Pte Ltd**

1 Science Park Road, #04-07, The Capricorn  
Singapore Science Park II, Singapore 117528

Tel: (65) 6395 7575

Fax: (65) 6536 0896

Event Website: [www.itcmchina.com](http://www.itcmchina.com) | [www.corporatetravelworld.com/china](http://www.corporatetravelworld.com/china)

Event Email: [itcmchina@ttgasia.com](mailto:itcmchina@ttgasia.com) | [ctwchina@ttgasia.com](mailto:ctwchina@ttgasia.com)

#### **Lianne Goh (Ms.)**

Event Executive

Email: [lianne.goh@ttgasia.com](mailto:lianne.goh@ttgasia.com)

#### **Vanessa Ong (Ms.)**

Marketing Executive

Email: [vanessa.ong@ttgasia.com](mailto:vanessa.ong@ttgasia.com)

### CHINA

#### **CITS International M.I.C.E.**

Room 503, CITS Building, 1 Dongdan North St



Dongcheng District, Beijing 100005 China

Tel: (86-10) 8522 7997

Fax: (86-10) 6522 2310

Event Website : [www.chinese.itcmchina.com](http://www.chinese.itcmchina.com)

Event Email: [itcmchina@citsmice.com.com](mailto:itcmchina@citsmice.com.com)