

MEDIA RELEASE

IT&CM China 2019 / 03

CTW China 2019/ 03

New Initiatives At IT&CM China and CTW China 2019 A Proven Success

Shanghai, 21 March 2019 – IT&CM China and CTW China 2019 concluded on a high, as networking engagements remained strong till the close of the show. Delegates commended on the specially curated line-up that saw the addition of new initiatives for different buyer segments and exhibitors to further engage and cultivate potential procurement opportunities.

The inaugural Say Hi to Everyone interactive ice-breaker on the first day was well-attended by close to 300 delegates across exhibitors, buyers and media. Hosts Mike Williams, Senior Consultant and Partner of Gaining Edge and Olivia Jia, Senior Manager of IME Consulting, kept energy levels high as participants eagerly exchanged introductions and openly shared their objectives for attending this year's event. The session undoubtedly set the tone for business activity during exhibition days.

Commended Natalia Agrel, Head of International Marketing from GL events "The ice-breaking session was a great opportunity for us to meet and establish the first contact with buyers in a more informal atmosphere. We had the chance to meet a couple of buyers and other important players in our sector which we can use to reference and benchmark against in the China market."

The Meet The Corporates and Exhibition Walkabouts were also well-attended, adding to the buzz of business activity beyond the one-on-one structured appointments. Brand Showcase presentations saw a full house at its 9 sessions over 2 days. In total, featured destinations and brands including Department of Tourism, Culture, Radio, Television and Sports of Hainan Province, GL Events, Macao Trade and Investment Promotion Institute, Malaysia Convention & Exhibition Bureau, MEET Taiwan, Qingdao Municipal Culture and Tourism Bureau, Taiwan Tourism Bureau, Xiamen Municipal Bureau of Convention and Exhibition Affairs, and Zhuhai International Convention & Exhibition Center, that participated in the new initiatives, reported a positive experience.

Sophia Wang, Marketing Manager, Philippine Department of Tourism, a returning exhibitor complimented this year's new initiative, Exhibition Walkabout, "This show offered us an opportunity to meet with potential event organisers who are interested in having their events in Philippines. We are glad to be given this platform to share what Philippines can provide to Trade Associations."

Shared John Chan, Officer of Macao Trade and Investment Promotion Institute, "The Brand Showcase Presentation was a great avenue for us to show off our destination and what we can offer to the MICE and corporate travel buyers. We are very impressed with this new initiative provided by the organisers."

Among this year's new delegation are local startups and tech enterprises which helmed the show's first-ever Power Innovation Luncheon and MICE Innovation Hub. Shared 247Tickets, "Innovation has to do a lot with the scope and how people network these days. Having technology at our fingertips and sharing ideas and solutions is



important in bringing everyone together under one roof.” The company shared the spotlight with CrowsNest, Guiddoo World, Maycur, UlltraSpace Technology Co. Ltd, and 1000Meetings.

With the refreshing appeal of this year’s new highlights and continued success of established sessions such as the business appointments, Association Day forums, CTW China conference, and hosted functions, buyer and delegate experience across board was at an all-time high.

Cai Liang, General Manager of UMICE Guangzhou, a returning MICE buyer, is pleased to attend this edition of IT&CM China, “I am happy to see more quality exhibitors in this IT&CM China edition such as Australia, Qingdao and Hainan. Exhibitors are very well-prepared to promote their products with detailed information provided especially Hong Kong.”

Arlene Orenca, Head of Projects and Programmes of ADFIAP, association buyer, said “Personalised agendas and show information were easily accessible and efficient through the inaugural debut of the app. Adding on, the complimentary Shanghai Food Tour was a fresh experience. I enjoyed it a lot. The event was very well-organised and I would like to commend the organisers for being prompt in responding to my requests”

“I am very impressed with the various conferences made available to us as well as the trends covered by the conference speakers. From there, I am able to gain new ideas in corporate travel and at the same time, understand the current market situation. These sessions are very helpful”, commented corporate travel buyer Wang Wei from the General Administration Department of China International Capital Corporation Limited.

Mentioned by Maciej Olbert, Travel Manager of Luxoft, “I'm so glad that I had a chance to participate in CTW China. The topics covered during the panel sessions helped me to understand the Chinese market and its challenges. I'm also pretty sure that new contracts with suppliers will be signed after the show, as a result of direct contact at this conference.”

IT&CM China and CTW China 2019 took place from 19 – 21 March in Shanghai. To explore how you can kickstart your exhibition, sponsorship, and networking experience at IT&CM China and CTW China 2020, contact us at itcmchina@ttgasia.com.

IT&CM CHINA & CTW CHINA 2020

Date: 24 – 26 March 2020
Venue: Shanghai Exhibition & Convention Center of International Sourcing, China
Event URL: www.itcmchina.com, 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 13th 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 | 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 | 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 | www.corporatetravelworld.com/china

Event Email: itcmchina@ttgasia.com | ctwchina@ttgasia.com

Lianne Goh (Ms.)

Event Executive

Email: lianne.goh@ttgasia.com

Vanessa Ong (Ms.)

Marketing Executive

Email: 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
Event Email: itcmchina@citsmice.com.com