

MEDIA RELEASE

IT&CM China 2019 / 01
CTW China 2019 / 01



New Highlights for IT&CM China and CTW China 2019 to Enhance Value Proposition for Delegates

Shanghai, 22 February 2019 – Committed to strengthening and enhancing the 13th edition of China’s Only Doublebill Event in MICE and Corporate Travel to its delegates, IT&CM China and CTW China 2019 features a re-designed programme that centres on initiatives for business leads beyond one-on-one appointments, avenues for MICE innovation, closer interaction between IT&CM China and CTW China, as well as the event’s stellar industry support.

BEYOND BUSINESS APPOINTMENTS

Recognising that lead generation is important for both exhibitors and buyers, the enhanced Exhibition Walk-About, newly created Meet-The-Corporates and improved Brand Presentation Showcase are additional formats beyond one-on-one business appointments, to explore and create business potential.

“These initiatives acknowledge that procurement potential takes time to cultivate. Some exhibitors just want to be placed in the radar of potential buyers, while buyers may seek options for future consideration. These new formats address the need for establishing valuable connections even if there is no immediate business agenda. In addition, they add variety to the buyers’ programme,” explained Darren Ng, Managing Director of TTG Asia Media.

Targeted at association buyers, the **Exhibition Walk-About** comprise of four 1-hour guided sessions to featured destination pavilions and booths. Each guided session is kept small, allowing featured exhibitors the opportunity to efficiently make quick introductions and connections within a short time. By the end of the show, featured exhibitors would have met all attending association buyers.

Meet-The-Corporates fulfil a similar objective for IT&CM China exhibitors wanting to meet attending corporate travel managers / procurement buyers from CTW China via a speed-dating format. Exhibitors go round tabled groups of corporate buyers to exchange business cards and make simple introductions. Sessions are organised to allow exhibitors to meet all attending CTW China buyers within two 1 hour sessions.

Exhibitors with more to share can take advantage of 20min **Brand Showcase Presentation** slots open to all buyers and media. Previously limited to just destination brands as part of the Association Day programme, these sessions are for any participating exhibitor to supplement their publicity and brand outreach efforts. Consequently, the new brand showcase presentation will also replace media briefing sessions.

AN AVENUE FOR MICE INNOVATION

Unveiling another new segment to welcome thought leaders, innovators and newcomers in MICE, the **Power Hackathon Luncheons** is an exciting platform for brands to tap on start-ups and tech enterprises to solve their business challenges within 24 hours. Sponsoring brands will share and announce their challenges during the first day luncheon, with solutions presented by participating solution providers on the second day lunch.

In addition to attending the luncheons on both days, IT&CM China and CTW China delegates will also be able to meet these emerging solution players at the dedicated **MICE Innovation Hub** to explore fresh solutions created specifically to solve industry challenges and better understand and gain insights to the latest travel trends.

The concept of innovation is further aligned to the **“Sustainability Through Innovation”** theme of this year’s **Keynote**. Co-helmed by International Congress & Convention Association (ICCA) and China Business Event Federation (CBEF), the session will feature luminaries from Counselor’s Office of State Council of the People’s Republic of China, Hangzhou International Expo Center, design consultancy Springtime Design and niHUB Innovation Center & Startup Accelerator & Incubator, as they collectively share multi-faceted perspectives on building sustainable brands through innovation.

BRINGING IT&CM CHINA AND CTW CHINA DELEGATES CLOSER TOGETHER

In addition to bringing back co-locating both **IT&CM China and CTW China under the same roof**, IT&CM China exhibitors can now pre-scheduled appointments with CTW China buyers earlier during the PSA phase. More business appointment slots will also be created to allow CTW China buyers time to meet both IT&CM China as well as CTW China exhibitors.

To enable delegates to truly get a sense of who’s who at this year’s show, the newly introduced **“Say Hi To Everyone”** will do just that. Formatted as an interactive ice-breaker, and modelled after the ever-popular CTW Meet-Your-Peers session, this new segment will fill an existing gap by giving attendees the platform to identify potential delegate profiles they want to meet across both events, kick-start the connection process and ease into business conversations ahead of exhibition days.

Said TTG’s Mr Ng, “We reviewed delegates’ feedback over the years and crafted meaningful initiatives that will collectively enhance their experience at IT&CM China and CTW China.”

EXTENSIVE INDUSTRY COLLABORATION TO WIN LOCAL VISITORSHIP

Collaboration with established international and local associations has played a significant role to ensure that IT&CM China and CTW China 2019 stays relevant to its target delegates, and continue to draw visitorship, especially from the local Chinese.

Shared by China Business Events Federation (CBEF)'s vice chairman, Alicia Yao, managing director of IME Consulting Co., Ltd, "We are excited to once again collaborate with IT&CM China and CTW China on their knowledge sessions. Collaborative Innovation is one of the many hot issues faced by our members and the industry at large. How to innovate, how to motivate industry players to work hand in hand towards the best service standardisation and more, will certainly lead to an engaging session. We look forward to having many of our members participate at this year's show as they will benefit immensely from the business, learning and networking opportunities there." CBEF is China's leading association on business events with members encompassing national meeting and exhibition and business incentive associations, influential business event enterprises, research institutes and universities.

In addition to CBEF, this year's industry partners include: 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, International Association of Professional Congress Organisers (IAPCO), International Congress & Convention Association (ICCA), Korea MICE Association, Philippine Council of Association and Association Executives (PCAA), Shanghai Convention & Exhibition Industries Association (SCEIA), Society for Incentive Travel Excellence (SITE), Shanghai Municipal Tourism Administration (SMTA), and World PCO Alliance.

IT&CM China 2019 and CTW China 2019 will be held from 19 – 21 March in Shanghai. To explore how you can make the most out of the exhibition, sponsorship, and networking opportunities at IT&CM China and CTW China, contact us at itcmchina@ttgasia.com and ctwchina@ttgasia.com respectively.

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". The 2019 event expects an attendance of 3,000 MICE professionals from sectors including DMCs, PCOs, corporate travel and associations, over 500 hosted delegates, over 14,000 business appointments as well as over 75 business, education and networking sessions.

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, International Association of Professional Congress Organisers (IAPCO), International Congress & Convention Association (ICCA), Korea MICE Association, Philippine Council of Association and Association Executives (PCAA), Shanghai Convention & Exhibition Industries Association (SCEIA), Society for Incentive Travel Excellence (SITE), Shanghai Municipal Tourism Administration (SMTA), 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

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