

Readers find value in business events exhibitions both at home and abroad.



'Invaluable content' for events in China

A highlight of the CIBTM business events trade show in Beijing will be the presentation of new research into trends and issues facing suppliers and buyers in China and Asia, as well as internationally.

Industry experts will also address vital issues in the CIBTM Knowledge Program.

"This is key for anyone looking to plan events in China," says show director Jacqui Timmins. "It promises invaluable content that will inspire and educate."

A group of *Executive PA Magazine* readers will be attending the show again as hosted buyers, from September 17 to 19.

There were more than 8968 prescheduled appointments at the

exhibition last year, the largest ever with nearly 4000 attendees from 30 countries, 484 regional and international exhibitors, and 374 regional and international hosted buyers.

Research by Reed Travel Exhibitions has shown that 49 per cent of hosted buyers have annual budgets exceeding \$10 million and 44 per cent have budgets up to \$10 million a year, with representatives attending from such international companies as Amazon, ANZ Bank (China), Commonwealth Bank of Australia, GE Healthcare, HSBC, Pfizer, PWC Australia and Siemens.

Exhibiting for the first time this year will be Cirque de Soleil, Jeju CVB (Korea) and Visit Berlin.



Buyers returning to Thailand

Executive PA Magazine readers will also be hosted buyers at this year's IT&CMA business events trade show in Thailand.

Corporate Performance Forums will return to the exhibition for the second time over two days (the show runs from September 30 to October 2 at Bangkok Convention Centre at CentralWorld).