

IT&CMA AND CTW ASIA-PACIFIC 2014

>> VW BUREAU



IT&CMA and CTW Asia-Pacific 2014 took place from 30 September to 2 October in Bangkok with over 800 exhibiting delegates comprising returning exhibitors and new destinations such as Cambodia and Switzerland present at the event. The Thai pavilion remained the biggest at the show, with over 30 new local co-exhibitors on board. Returning exhibitors also participated with a significant increase of 18% in booth space. This year also saw one of the show's largest and much-anticipated line-up of sponsors who were hosting the delegates to networking luncheons, dinners and coffee breaks, as well as reaching out to engage the industry in new ways.

More than 10,000 business appointments took place over the two-day exhibition, with over 80 business, education and networking sessions scheduled. "While IT&CMA and CTW Asia-Pacific continues to add value by consistently delivering valuable industry segments of MICE, Association, Luxury Travel and Corporate Travel, year after year, the immense interest and robust support in this year's event is undoubtedly a reflection of trust and confidence the international MICE and Corporate Travel industry has pledged to Bangkok, and

to Thailand as a top Business Events destination," commented Darren Ng, Managing Director of TTG Asia Media. "We value the strategic potential of IT&CMA and CTW Asia-Pacific as a springboard for the whole industry. The outstanding success of the event proves this to be the case. 2013 saw the value of leads generated for Thai MICE suppliers at 1,000 million THB, with an expected 5% increase in visitor numbers expected in 2014," concurred Supawan Teerarat, Vice-President, Strategic and Business Development of Thailand Convention and Exhibition Bureau (TCEB).

CTW Asia-Pacific delegates saw a notable speaker line-up and a comprehensive educational agenda that covered topics ranging from data management, best practices and benchmarking, managing travellers across generations to industry updates and outlooks, offered by an advisory panel of experienced regional travel managers, together with Association of Corporate Travel Executives (ACTE). The expanded two-day Association Days @ IT&CMA, from 1 to 2 October included curated education forums, destination presentations, business appointments, and networking sessions. It was further strengthened by new partnerships

with MPI International and World PCO Alliance. Site also joined IT&CM Events' supporting association line-up, and is developing and delivering customised content for the Corporate Performance educational forums.

During the event, the Thailand Incentive & Convention Association (TICA) celebrated its 30th year anniversary. The core focuses of TICA are to promote and market Thailand as a leading business events destination in the world, through aligning business strategies and working closely with public organizations like Thailand Convention & Exhibition Bureau (TCEB) and Tourism Authority of Thailand (TAT) as well as to ensure that the business events industry and TICA members increase in economic impacts through teamwork.

"TCEB and Thailand Incentive and Convention Association share a common goal of elevating Thailand's MICE industry to a global standard and our strong collaboration has spanned numerous industry-leading projects, from developing a comprehensive MICE database to facilitating joint roadshows for private sector players. TICA has played an outstanding role in helping to establish the MICE Academy programme, AEC Op-

erational manual for SMEs, as well as competency standard for key operational positions. They also have taken the initial step to enforce sustainability concepts into practice, and provided exceptional input and work in harmony with the MICE Capabilities Development Department to drive MICE sector in Thailand and more. Our close partnership will continue to drive the development of the industry in 2015 and beyond," said Nopparat Maythaveekulchai, President of TCEB.

TICA places strong emphasis on quality education for the industry. As the board and committee members are operating businesses in the industry, TICA is on the pulse of business needs on a daily basis. TICA's noted 'Train the Trainers' programme for 18 industry veterans has led them to creating their own courses.

The focus on developing sustainable future talent motivated the association to create the TICA career advisory roadshows, where university students can learn more about the industry and enjoy placement opportunities. Recently TICA commissioned Rangsit University to do large-scale research for a 500-page training manual and guide for businesses that employ event coordinators.