

MEDIA RELEASE

IT&CMA and CTW 2011/ 05

FOR IMMEDIATE RELEASE

IT&CMA and CTW 2011 Opens Today With The Largest Exhibitor Showcase In The Event's History

Organisers reveal event's new positioning and image going forward

Bangkok, 4 October 2011 – The first business day of 19th IT&CMA and 14th CTW officially kicks off. The event features 335 exhibiting companies and organisations across 20 countries; the largest the show has seen in its history.

In addition, new participating companies comprise more than 45% of total exhibitors while returning exhibitors such as Pattaya MICE City and Sri Lanka Convention Centre have increased their investment and booth space this year. Debuting MICE destinations this year include Cambodia, Vietnam and Poland. Destination states like Hyderabad CVB, Seoul and Sabah have also emerged from their country pavilions to participate as stand-alone exhibitors.

MICE Buyers and Corporate Travel Managers participation continue to be healthy at 491 delegates from 56 countries. These 2011 buyers represent the cream of the crop, with annual purchasing power of up to USD 2 million annually. 50% of these buyers are new to the event this year.

Conference delegates and media attendance are 145 and 121 respectively.

New IT&CMA and CTW highlights include a 108sqm hosted delegate lounge sponsored by Busan Metropolitan City, a Networking Zone that features a corporate gift showcase and networking area for all delegates, as well as a Delegates-Meet-Media system where delegates can submit written appointment requests at the pigeon-hole feature located at the Global Media Zone.

Organisers Reveal Event's New Positioning and Image Going Forward

As IT&CMA and CTW approaches its 20th and 15th anniversary milestone respectively in 2012, TTG Asia Media, organisers of IT&CMA and CTW, reveal the event's new positioning and image. This will serve as IT&CMA and CTW's new identity in 2012 and going forward.

"The revamped logo embodies the event's growing international scope and reach. Its new positioning and tagline as, 'The World's Only Doublebill Event' recognises IT&CMA and CTW's unique position as a leading international MICE and Corporate Travel business platform." said Mr. Darren Ng, Managing Director of TTG Asia Media. The 2012 IT&CMA and CTW event will also add luxury travel to its ambit.

In celebration of the 20th IT&CMA next year, organisers are also offering special rates to 2012 exhibitors who book their booth on-site at this year's event or by 15 November 2011. IT&CMA and CTW 2012 will take place on 2 to 4 October 2012 at the same venue.

Event Highlights Today:

- **Keynote Address and Panel Discussion:** The keynote address by **Ms. Jennie Chua**, CapitaLand's Chief Corporate Officer, covers the topic 'Leadership in Times of Uncertainty and Crisis'. The need of the hour, this topic receives greater attention during the panel discussion featuring **Mr. Paul Tilstone**, Chief Global Development Officer of GBTA as moderator, with **Ms. Claire Blades**, Global Travel Manager of Symantec Corporation and **Mr. Paul Kanjanapas**, Managing Director of IMPACT Exhibition Management as panelists.
- **The ICCA Association Database Workshop:** **Mr. Noor Ahmad Hamid**, the ICCA's Regional Director Asia Pacific, leads the session, exclusively for ICCA members. The workshop covers ICCA on-line tools, namely Association Database for Series Search, Events Search, Hot Leads and Research Corner. Other tools include the Destination Comparison Report, ICCA PR Kit, Digital Clipping Service and Members' Press Releases Upload. Said Mr. Hamid, "The association database is the most important business tool for members, and we would like to encourage more Asia Pacific members to use these tools to search for potential business. In particular for the ICCA Thailand members, this would mean a great opportunity to start a fresh and strong business database."
- **Opening Ceremony:** Held at InterContinental Bangkok, the opening ceremony officially welcomes all distinguished guests and delegates to IT&CMA and CTW 2011. Presiding over the proceedings, Mr. Surachai Phuprasert, Deputy Secretary General to the Prime Minister, for Political Affairs, declares the event officially open through his opening address.

Commenting on IT&CMA and CTW's 10th year in Thailand, Mr. Akapol Sorasuchart, President of the Thailand Convention and Exhibition Bureau said, 'We are truly honoured that Thailand has been chosen as the host country for this leading international MICE and Corporate Travel event for so long. This choice demonstrates Thailand's maturity and resilience as both a business and tourist destination. It also represents a strong vote of confidence in Thailand's world-class professional standards, diverse offerings and value for money that the country offers and delivers.'

Other Event and Activities Taking Place Today:

- AACVB Meeting (Only for Invited Delegates)
- 10th GBTA GTMEF (Global Travel Management Exchange Forum) (for Corporate Travel Managers only)
- IMEX-MPI-IT&CMA Future Leaders Forum 2011
- Sellers-Meet-Buyers Appointment Scheduling Session
- Buyers-Meet-Sellers Appointment Scheduling Session
- CTW Table-Top Networking Session

Tomorrow's Highlights Include:

- IT&CMA Seminar 1: How to Keep and Win Association Meetings
- IMEX-MPI-IT&CMA Future Leaders Forum 2011
- Luncheon Hosted by Presenting Destination – Singapore (jointly hosted by SACEOS and TTG Asia Media)
- MEHK Sun-Downer Cocktail Reception
- Seoul Dinner hosted by Seoul Tourism Organisation
- Late-Night Function hosted by Courtyard by Marriott Bangkok and TTG Asia Media

About IT&CMA and CTW 2011

Asia's Only Doublebill Event in MICE and Corporate will be held from 4 to 6 October 2011 at Bangkok Convention Center, CentralWorld, Bangkok. Incentive Travel & Conventions, Meetings Asia (IT&CMA) will bring together MICE suppliers and buyers in a 3-day exhibition showcase coupled with intensive business appointments. Exhibition features include products, services and solutions relating to meetings, incentives, conventions and events. The Corporate Travel World (CTW) Asia Pacific is a conference driven by Corporate Travel & Entertainment (T&E) content. Influencers, planners and decision-makers of Corporate Travel functions in their organisation attend the annual conference to keep themselves abreast of the latest trends and knowledge that can enable them to get the most out of their T&E decisions. Sessions are led by prolific industry veterans. This 2011 will see the 19th and 14th instalment of IT&CMA and CTW respectively.

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