

MEDIA RELEASE

IT&CMA and CTW 2011/ 06

FOR IMMEDIATE RELEASE

New Initiatives By Exhibitors and Partner Organisations Indicate Renewed Efforts To Attract Serious Buyers

Bangkok, 5 October 2011 – Exhibitors and partner organisations at IT&CMA and CTW 2011 are going all out to attract the MICE and Corporate Travel buyers attending this year. Amongst these are:

- **Seoul Tourism Organisation (STO):** Returning exhibitor and sponsor STO continue to optimize their presence at IT&CMA and CTW 2011, to keep the international MICE and Corporate Travel industry excited about the latest developments in Seoul and South Korea. Said Mr. Stephen Kwak, Assistant Manager of Seoul Convention Bureau, “We have specially created a very modern looking booth this year, to showcase today’s Seoul. STO is also trying to bring as many quality co-exhibitors as possible to facilitate more and better consultations with buyers.” He added, “IT&CMA and CTW this year has buyers from all over the world who are very serious about MICE and Corporate group travel to Seoul. I see a lot of growth in buyer quantity and quality.” In addition to exhibiting, STO is once again hosting a dinner reception today, for buyer and media delegates to enjoy the Seoul experience.
- **Taiwan Convention & Exhibition Bureau:** Taiwan has been making focused inroads into growing their MICE presence. Ms. Stacy Tsai, Project Manager at Taiwan Convention & Exhibition Bureau explained, “We have shifted our focus from conferences to incentive travel in view of the sizeable demand, specifically targeting buyers from China and Singapore through our special promotion packages.” Sounding pleased with the event, she said, “Our appointments have been great so far. The amount of international media exposure we have had is also amazing!”
- **Meetings and Exhibitions Hong Kong (MEHK):** MEHK is attracting a lot of interest from international hosted delegates through their Sun-Downer Cocktail Reception today. A MEHK spokesperson said, “We want to use this opportunity to build awareness and promote our latest campaign to a broad group of buyers.”

The numerous educational sessions continue to add value to the IT&CMA and CTW 2011 programme, offering delegates knowledge opportunities in addition to business activities. These include:

- IT&CMA Seminar 1: How to Keep and Win Association Meetings
- CTW Breakout Sessions covering: Technology, TMCs and Airlines Updates
- CTW Industry Presentation: Global Travel Spending – Where is it Headed in 2012
- CTW General Session: The LCC Workshop – The Way out of the Bermuda Triangle

The sessions focus on practical solutions for working professionals. Mr. Joe Bates, Director of Research, GBTA Foundation, co-speaker at the Global Travel Spending industry presentation highlighted this when he said, “A key benefit of our session will be that attendees (Travel Managers) can use the data from the forecast and sentiment survey to help plan their budgets for 2012.”

The IMEX-MPI-IT&CMA Future Leaders Forum (FLF) 2011 continue into its 10th year at IT&CMA and CTW 2011. Under the tutelage of Mr. Tom Hulton, Director – International Relations, IMEX, the FLF is a platform that grooms bright students and young adults who are interested in making a career in the MICE industry. Tom Hulton said, “At this 10th FLF, we welcome 65 Thai students who will again enjoy a programme of international speakers and networking, and also compete for a chance to go to Frankfurt in May 2012 to attend IMEX. By organising the Forum in conjunction with IT&CMA and CTW, it enables the students to visit the show, see the meetings industry at work and meet with industry leaders from around the world. It is a format that has successfully developed over the past 10 years and which has seen over 800 university students enjoy the experience, many of whom have subsequently entered into the industry and are doing extremely well.”

Another component of the IT&CMA and CTW 2011 programme is the Media Briefings organised for international media. The day’s briefings include those by:

- Taiwan Tourism Bureau
- Thailand Convention and Exhibition Bureau (TCEB)
- InterContinental Hotels & Resorts
- Asian Association of Convention and Visitor Bureaus (AACVB)
- Airports of Thailand (AOT)
- Ministry of Tourism, Cambodia

Other Highlights Today:

- Luncheon Hosted by Presenting Destination – Singapore
- Late-Night Function by Courtyard by Marriott Bangkok & TTG Asia

Tomorrow’s Highlights Include:

- IT&CMA Seminar 2: SWOT Analysis of Global and Regional MICE Events
- 10th Sticky Awards Lunch
- CTW Plenary Sessions
- CTW Closing Sessions
- Media Briefings

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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