

MEDIA RELEASE

IT&CMA and CTW 2013/ 03

Recent Survey Proves IT&CMA and CTW Asia-Pacific An Effective Business Platform

2013 Event To Implement Added Initiatives To Further Harness Opportunities For Business Generation

Singapore, 3 June 2013 - A recent survey with 2012 buyers who attended IT&CMA and CTW Asia-Pacific has revealed that close to 70% have confirmed purchases with exhibitors within 6 months of the event, where the total value of all purchases made thus far is estimated at over USD 45 million*. More sales are expected to close in the next 6 months, which could bring the aggregate purchase figure to above USD 120 million.

The results only reaffirmed The World's Only Doublebill Event In MICE and Corporate Travel as an effective industry platform for business generation. Feedback from exhibiting Convention Visitor Bureaus (CVBs) such as Taiwan Convention and Exhibition Association (TCEA) also confirms the importance and value that IT&CMA and CTW Asia-Pacific delivers to both the destination and its exhibitors. "We have participated at IT&CMA and CTW Asia-Pacific for the last 12 years. And we are satisfied with the quantity and quality of buyers we meet every year. These benefits are incentives for our exhibitors to participate, and it also helps to secure support for the government MeetTaiwan Project." said Thomas Tsou, Secretary General of TCEA. His sentiment is mirrored by Sabah Tourism Board, Malaysia who has been a perennial feature of the show for the 15 years. "IT&CMA and CTW Asia-Pacific serves as an important annual platform for our exhibitors to showcase Sabah as a MICE destination. The quality of buyers and good mixture of international buyers are part of the show's appeal for us to come back year after year." said Josephine Chai, Marketing Manager of Sabah Tourism Board.

Delegates can expect several new implementations to this year's show that will further harness opportunities for business generation. One new initiative is the Online Diary facility that enables delegates to complete up to 100% of their business appointments before their arrival in Bangkok. The existing Pre Scheduled Appointments (PSA) facility will computer-match up to 60% of exhibitor-buyer meeting requests and 40% of the remaining appointments can be scheduled via the Online Diary facility. Additional appointments can be scheduled onsite at the event during the Buyer-Meet-Seller (BMS) appointment scheduling session. "We are confident that IT&CMA and CTW Asia-Pacific will also benefit from greater business generation as delegates are able to maximise the outcome of their participation." Remarkd Darren Ng, Managing Director of TTG Asia Media.

Exhibitors can expect to reel in the benefits of a more diversified buyer profile that includes a significantly higher percentage of Association Executives and Corporate professionals.

Explained Ng, "Associations and Corporates are important segments of the MICE buying industry. Our collaboration with MCI Group to launch a dedicated education-led Association Day and Performance Improvement Forum enables the show to cater to a larger proportion of these professionals respectively. Our exhibitors now have the added advantage of reaching multiple niche buyer segments at a single industry event, which equates to greater opportunities for business generation."

Association Day and the Performance Improvement Forum, which take places on 2 and 3 October 2013, provide a unique opportunity for both Association executives and Corporate professionals to network with like-minded peers, share issues and concerns they have in their own organisations, and to pick up best practices from industry experts.

Corporate Travel buyers delivered by co-located conference event CTW Asia-Pacific that targets Corporate Travel Managers, and luxury buyers introduced by the show's luxury travel component last year, will continue to form part of the show's entire buying delegation.

Finally, to enhance the show's Luxury Travel programme, eligible international buyers can look forward to the first-ever Luxury post-show tour aimed at promoting Thailand's upmarket appeal and ready offerings. Not only do luxury suppliers get to showcase their services beyond the exhibition grounds, luxury buyers will also experience first-hand, a luxuriously crafted itinerary that includes stays at high-end properties with premium ground services.

This year also celebrates IT&CMA and CTW Asia-Pacific's 10th year of co-location, with Thailand being the show's host country for the last decade.

*Figure derived from replies of 32% of all IT&CMA and CTW Asia-Pacific 2012 attending buyers

1 to 3 October | Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

Incentive Travel & Conventions, Meetings Asia (IT&CMA) and Corporate Travel World (CTW) Asia-Pacific is The World's Only Doublebill Event in MICE and Corporate Travel. Both events have been co-locating since 2004, offering its delegates a valuable platform to do business, learn and network. Since 2012, the event has incorporated Luxury Travel in its ambit. 2013 will see the 21st and 16th instalment of IT&CMA and CTW Asia-Pacific respectively. Established in 1993, **IT&CMA** is the leading international MICE show centered in Asia, offering the largest collection of Asia-Pacific MICE suppliers. IT&CMA brings together MICE suppliers as well as regional and international buyers in a 3-day exhibition showcase coupled with intensive business appointments. Exhibition features include destinations, products, services and solutions relating to meetings, incentives, conventions and events. Launched in 1998, **CTW Asia-Pacific** is a conference and exhibition on Travel & Entertainment (T&E) management for the Asia-Pacific region. 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 enable them to get the most out of their T&E decisions. IT&CMA and CTW Asia-Pacific is organised by TTG Events, a business group of TTG Asia Media.

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