

MEDIA RELEASE

IT&CMA and CTW 2013/ 04

Last Chance To Register As A Buyer For IT&CMA and CTW Asia-Pacific 2013

Event Set To Be The Largest Installment To Date With 35% New Exhibiting Organisations

Singapore, 25 July 2013 – With just 1 month till registrations close on 23 August, buyer applications to IT&CMA and CTW Asia-Pacific 2013 remain in full swing. Till date, over 700 MICE, Corporate Travel, Luxury Travel, Association and Corporate buyers have registered to be at this event in Bangkok – the World's top destination hotspot according to MasterCard's Global Destination Cities Index 2013.

The city surpassed even London, Paris and New York with total international visitor arrivals reaching close to 16 million, and is the only city among the top 5 to demonstrate the highest growth at about 10% for the year.

Largest Show To Date With 35% New Exhibiting Organisations For 2013

Come 1 to 3 October 2013, a total of some 600 buyers are expected to source at the event that boasts the largest showcase of Asia-Pacific MICE and Corporate Travel suppliers with an added luxury travel dimension.

The World's Only Doublebill Event In MICE and Corporate Travel will be celebrating its 10th year of co-locating IT&CMA and CTW Asia-Pacific with the largest show to date, where delegate numbers are expected to cross the 2,800 mark. This year's event will also be featuring 35% new exhibiting organisations on board.

Said returning buyer Ben Gosman, Managing Director of Free Style from the Netherlands – who has participated at more than six IT&CMA and CTW Asia-Pacific events, "I look forward to discussing and exploring new experiences and business opportunities each time I attend. The promise of new exhibitors like with this year's show, and the ease of touching base with existing partners justifies why IT&CMA and CTW Asia-Pacific is a must-attend event for me."

Debuting CVBs include India Tourism, Fukuoka CVB, Sapporo CVB and Tourism New Zealand, while first-time corporates include Federal Hotels International, Fujita Kanko, Globewerks Confex, Melia Hotels International, Panorama Convex, Safaris Adventures Travel and Cargo, Sentosa Leisure Management, Solar Empire and Winsor Suites Hotel Bangkok, amongst others.

Proven Sourcing Platform

Buyers who had attended the past IT&CMA and CTW Asia-Pacific events have consistently given the show top scores for its quality exhibition showcase as well as the high quality of business appointments.

But even to new buyers such as Joost de Meyer, Chairman & CEO of First Incentive Travel from USA, the reputation of IT&CMA and CTW Asia-Pacific drew his attention to the show. He remarked, "IT&CMA and CTW Asia-Pacific is the best show in this part of the world, and I must be here."

This sentiment is mirrored by Bernard Daly, Owner of B.D. Incentives from Ireland. "This will be my first participation at IT&CMA and CTW Asia-Pacific and I am certainly looking forward to it as I have heard from my colleagues that it is the biggest and best in Asia!"

A survey conducted in April this year (6 months after the 2012 event), proved the event's efficacy as a sourcing platform where close to 70% of 2012 buyers confirmed purchases with exhibitors thus far. Over USD45 million of sales were confirmed as a result of the 2012 event at the point of the survey, with the aggregate procurement value estimated at USD 120 million.

The Largest Buyer Hosting Programme In The Region

IT&CMA and CTW Asia-Pacific also boasts the largest buyer hosting programme in the region to ensure the event attracts the crème of the buying crop.

While most of the 500 buyer hosting places have already been allotted, limited hosting positions with privileges that cover air fare and accommodation during the event, are still available. Hosting criteria include but is not limited to the relevance of the buyer's profile to the event, potential procurement value, past procurement and track records at any IT&CM event organised by TTG Events.

Buyer Entitlements

For the first time, buyers will be able to take advantage of up to 100% appointments that can be scheduled prior to the event, thus optimising their business productivity even before the show begins.

Other buyer benefits such as privileged access to exclusive hosted luncheons and dinners for buyers and media only; complimentary use of the buyers lounge, entry to the inaugural association day and IT&CMA seminar sessions; and a chance to experience Bangkok during complimentary pre-show tours and other Thailand destinations with post-show destination tours at special rates, continue to add to the value of the event's buyer programme.

20 eligible Luxury Travel buyers in particular will have the chance to be part of the all new luxury dual-tour to Chiang Mai and Bangkok. This exclusive post-event luxury tour, is in addition to the perennial post-show tour line-up and aims to showcase Thailand's appeal and ready offerings that cater to international clients looking for luxury experiences. "The enhancement to the show's Luxury Travel programme will enable luxury suppliers to showcase their services beyond the exhibition ground, and allow luxury buyers to experience first-hand a luxuriously crafted itinerary. This will enable delegates to maximise the outcome of their participation." Said Darren Ng, Managing Director of TTG Asia Media.

IT&CMA and CTW Asia-Pacific is scheduled to take place from 1 to 3 October 2013 at the Bangkok Convention Centre, CentralWorld. All interested buyers can register here:

http://eventscrm.ttgasia.com/ttg2013/itcma/buyer/itcma_buyer.asp,

while association buyers in particular should send in their application here:

http://eventscrm.ttgasia.com/ttg2013/itcma/buyer/itcmbuyer_asso.asp

About IT&CMA and CTW Asia-Pacific 2013

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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