

## MEDIA RELEASE

IT&CMA and CTW 2013/ 06

### **Japan Makes Comeback At IT&CMA and CTW Asia-Pacific 2013**

*Largest Japan Presence At Event In Three Years Catapulted By Thai Year Initiative*

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*Singapore, 12 August 2013* – Japanese MICE exhibitors are returning to IT&CMA and CTW Asia-Pacific with the largest delegation from the country since 2010.

Comprising of Convention Visitors Bureaus (CVBs), Destination Management Companies (DMCs), corporate companies and hospitality chains, the Japan cluster includes Fukuoka Convention & Visitors Bureau, Sapporo Convention Bureau, DMC Sapporo Co. Ltd, Pripress Center and Fujita Kanko Hotels and Resorts.

All are new to the event with the exception of Sapporo Convention Bureau that last exhibited 3 years ago. Factors such as motivation to further promote its MICE sector thanks to a falling yen currency and recovery from the aftermath from past catastrophies, have spurred optimism in the Japanese market with MICE players eager to reach out to both regional and international buyers.

Many are also taking advantage of the specified “Thai Year” initiative to promote various projects and events taking place between Japan and Thailand. One such thrust is the recent visa waiver regulation that allows Thai visitors to visit Japan without a visa, thereby boosting tourism opportunities between both countries. Capitalising on the visa waiver regulation, Thai Airways International is increasing accessibility from Japan, with recently launched special fares and new flights to Sapporo. The carrier is also looking at the possibility of serving Hiroshima and Sendai.

Said returning exhibitor Marico Ogi, Deputy Director of Sapporo Convention Bureau – who will be attending IT&CMA and CTW Asia-Pacific 2013 for the 9<sup>th</sup> time, “With Thailand Convention & Exhibition Bureau (TCEB) as our new MICE partner, we are pleased to launch joint promotion efforts and announce exciting business opportunities for buyers all over the world. IT&CMA and CTW Asia-Pacific presents a vital opportunity for us to experience and engage potential buyers through the event’s official and social programs.”

Yukitsugu Ishikawa, Chief Representative, Singapore Representative Office of Fujita Kanko Hotels & Resorts also expressed confident sentiments in the show. “Participating in IT&CMA and CTW Asia-Pacific is our chance to be competitive alongside other MICE hospitality chains in the World. It is also an ideal platform to learn about the needs of the MICE market, not just within Asia but also in America and Europe. This is the best opportunity to network with people involved in the MICE industry, especially PCOs, event planners, and tourism boards.”

According to ICCA’s 2012 annual survey of global association meetings, Japan hosted 341 qualifying meetings, retaining its position as one of the world’s leading international association meeting destinations, and the leading destination in the Asia Pacific.

Not only did Japan score high in the country rankings, its cities such as Tokyo, Kyoto, Fukuoka and Kobe were also in the top 100 cities for association meeting destinations. This resonates with a recent survey done with IT&CMA and CTW Asia-Pacific 2013 buyers, where 12% of buyers indicated they are looking at Japan as their choice destination. This represents a 3% increase as compared to the year before.

“Japan has been showing strong signs of revival having made its way into the 8<sup>th</sup> spot on ICCA’s global association meeting destinations 2012 ranking. We are confident that more local and international buyers will pick Japan as their choice destination.” said Ooi Peng Ee, General Manager of TTG Events, a business group of TTG Asia Media.

In addition, well-thought out MICE programmes will certainly give buyers reason to put their money on Japan. “Our ‘MICE in the Green’ concept supports small to big groups with an environmentally friendly agenda, amid fine Japanese hospitality. Customers can look forward to various MICE programmes in over 50 leisure facilities all across Japan – including our 3 gardens, Washington Hotels chain, hot springs facilities, hot spring theme park Yunessun and many more.” said Ishikawa of Fujita Kanko Hotels & Resorts’ offerings.

Ryoji Maeshima, Senior Deputy Director, MICE/Business Events of Fukuoka Convention and Visitors Bureau added. “Fukuoka is Japan’s second international business events destination. Coupled with easy access from most major Asian cities through direct flights, Fukuoka is the ideal balance of nature and urbanism. It is the perfect choice for successful and unforgettable business events.”

Be part of the Japan cluster, or join them as an exhibitor in the World’s largest showcase of Asia-Pacific MICE and Corporate Travel suppliers. Buyers can also register by 23 August, with limited hosting places still available. IT&CMA and CTW Asia-Pacific 2013 will take place from 1 to 3 October.

For more information, please visit [www.itcma.com](http://www.itcma.com) and [corporatetravelworld.com](http://corporatetravelworld.com)

### 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 21<sup>st</sup> and 16<sup>th</sup> 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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