

MEDIA RELEASE

IT&CMA and CTW Asia-Pacific 2013/ 08

IT&CMA and CTW Asia-Pacific 2013 Inaugural Online Diary Facility A Success *Exhibition To Open With Strong Showing of New Exhibitors and Support From CVBs*

Bangkok, 30 September 2013 – The Online Diary facility has seen success yet again with its inaugural implementation at IT&CMA and CTW Asia-Pacific 2013. Over 100 exhibitors and buyers have already achieved 100% scheduled appointments before the event is due to commence tomorrow.

“The success of the Online Diary at the IT&CM China show held in April early this year proved how beneficial this feature is for delegates. We are equally delighted with the positive results we are witnessing at IT&CMA and CTW Asia-Pacific. They demonstrate the intensive efforts the show organisers have put in to ensure delegates can justify their ROI ahead of the event, and have greater control over their appointment schedules,” said Darren Ng, Managing Director of TTG Asia Media.

Buyer Hirohisa Kirita, Manager of Global Corporate Sales, JTB-TNT Co., Ltd expressed his satisfaction with the Online Diary. “Before I even left for Bangkok, my appointments were completely filled. This saves me a lot of time and I am able to review and update my schedule at any time.”

Exhibitor Jose De Jesus Ting, Director of Sales of Ramada Plaza Bangkok Menam Riverside echoed the same sentiments. “The Online Diary facility is an excellent tool for me, since I am a busy person. The ease of the Online Diary appointment scheduling function allows me to easily fill my appointments from 50% to 100% in a short span of time.”

Confidence in IT&CMA and CTW Asia-Pacific has also translated to strong support from industry exhibitors, notably from new participants and destination CVBs. This year’s showcase will feature 122 new exhibiting companies, with many of these new companies coming in under the various CVB and national pavilions, including new participating countries Jordan, India and New Zealand. Japan’s private MICE sector has also chosen IT&CMA and CTW Asia-Pacific to stage a strong comeback to the MICE scene. To help position the destination to international buyers, event organisers have clustered all participating Japanese exhibitors on the show floor. Similarly Singapore is represented by 15 private sector organisations, 10 of which have been clustered into a dedicated Singapore pavilion to promote the destination. Taiwan has also doubled their confidence in the event with twice the booth space this year. The country is also coinciding their exclusive MEET TAIWAN networking event with IT&CMA and CTW Asia-Pacific to maximise their reach to local buyers and media.

“We are seeing an increase in MICE visitors, with the bulk of arrivals coming from Thailand, Indonesia, and Malaysia among other South-East Asia regions, and IT&CMA and CTW Asia-Pacific 2013 is an excellent platform for us to reach out to these markets. Our participation this year is the biggest to date with 9 co-exhibitors at the show. We are showcasing a larger scale of destinations, products and services, enabling us to promote Taiwan as the best MICE destination to buyers,” said Lily Su, Manager - Convention Section III, Taipei International Convention Centre of Taiwan External Trade Development Council.

Host country Thailand with their newly launched Thailand Connect brand is featuring additional MICE cities Phuket and Khon Kean amidst overwhelming response from Thailand's private sector that resulted in 15 Thai spillover booths as compared to 5 in 2012. This is on top of an already strong contingent of 55 organisations in the main Thailand pavilion led by Thailand Convention & Exhibition Bureau (TCEB).

"TCEB has been an active main supporter of IT&CMA and CTW Asia-Pacific every year. Our partnership has always been based on our firm conviction in both the value and strategic potential of the event as an industry springboard for the Asia-Pacific market. Our new Thailand Connect brand focuses on Thailand's winning combination: a diversity of destinations, incomparable business opportunities and quality MICE professionals. With our world-class infrastructure, connectivity and facilities, strategic location at the heart of ASEAN, matched with the perfect blend of legendary hospitality and service excellence, Thailand is emerging as Asia's premier MICE destination," said Nopparat Maythaveekulchai, President of TCEB.

Meanwhile, pre-event activities kick off today with the city tours that had delegates enjoying tuk tuk rides, traditional Thai boxing classes and cooking classes.

For more information, log on to www.corporatetravelworld.com | www.itcma.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 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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