

MEDIA RELEASE

IT&CMA and CTW Asia-Pacific 2013/ 10

Industry Suppliers Leverage On IT&CMA and CTW Asia-Pacific For Global Publicity and Reach

Bangkok, 2 October 2013 – The value of IT&CMA and CTW Asia-Pacific as a platform to reach the international industry audience is evidenced beyond the exhibition showcase. Corporates, National Tourism Organisations (NTOs) and Convention Visitor Bureaus (CVBs) such as Tourism New Zealand, Thailand Convention & Exhibition Bureau (TCEB), Airports of Thailand, Dusit International, sky100 Hong Kong Observation Deck, Fukuoka Convention & Visitors Bureau, 3rd Planet Pte Ltd, Taiwan Pavilion, Kenes Asia and Sukosol Hotels are leveraging on this platform as a springboard to the reach out to the international media and the global MICE and Corporate Travel industry with their latest announcements.

“This is a big year for Tourism New Zealand in the MICE market, from 1st July, we have had significant increase in funding specifically to attract business events – incentives and conferences – to New Zealand. We will be doing so through our new brand 100% Pure New Zealand Beyond Convention, that represents what the destination has to offer, including a great variety of tourism experiences around the places that our business events take place, allowing delegates to enjoy a leisure experience before or after their event.” said Mischa Mannix-Opie, Regional Manager – South & South East Asia of Tourism New Zealand.

TCEB also took advantage of IT&CMA and CTW Asia-Pacific to officially launch their new brand Thailand Connect to over 140 international and local media, while Taiwan coincided their exclusive MEET TAIWAN networking for local industry buyers and media with the show to maximise their already significant presence at the event.

“We are eager to share about Taiwan’s myriad of cultural experiences, gastronomic delicacies, natural scenic locations, as well as its modern convention and exhibition venues, accommodation choices and strong infrastructure facilities and resources. The multitude and diversity of options that Taiwan offers makes it easy to create programmes and packages for a variety of MICE agendas. Taiwan offers unlimited advantages for both buyers and sellers looking for innovation, value and fully integrated supply chain networks. There is certainly something for everyone!” said Ms Lily Su, Senior Manager of the MEET TAIWAN project.

Meanwhile, Sukosol Hotels chose to wow IT&CMA and CTW Asia-Pacific’s international delegation of buyers, corporate travel managers and media with a captivating hosted dinner complete with a jazzy entertainment extravaganza by the property’s own musical owners – the Sukosols – giving invitees a chance to experience the unique essence of the Sukosol brand.

Marisa Sukosol Nunbhakdi, Executive Vice President of Sukosol Hotels shared, “The hosted dinner is an excellent opportunity for us to introduce our new brand, Sukosol Hotels, Thailand’s only boutique collection of distinctly unique and artistic hotels. Delegates will be able to experience our unique Sukosol artistic experience and creative hospitality found nowhere else in Thailand.”

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

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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