

MEDIA RELEASE

IT&CMA and CTW 2013/ 01

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Unparalleled Business Opportunities at 20th IT&CMA and 15th CTW Asia Pacific Attracts Strong Registration for 2013 Event

Bangkok, 12 December 2012 – The landmark 20th anniversary of IT&CMA and 15th anniversary of CTW Asia-Pacific, held from 2 to 4 October 2012, was underlined by an air of celebration as delegates descended upon Bangkok Convention Centre at CentralWorld Bangkok, for business, education and networking opportunities.

Held across 5,800 sqm of exhibition space, it featured some 16,500 business appointments between 325 Exhibiting Companies and 497 MICE Buyers and Corporate Travel Managers.

This year, a whopping 63% of all buyers were new participants at the event. Said Mr. Darren Ng, Managing Director of TTG Asia Media, “Procuring new, quality buyers is something we strive to do every year, with a good degree of success. We consistently achieve about 50% new participants annually. This year however, our focused buyer engagement efforts have yielded 63% new buyers at the show.”

This has positively impacted business generation at the event with more than 85% of exhibitors expecting orders up to USD 750,000 in value, six to 12 months after the event. Said exhibitor, Ms. Tammy Piatti of OPTIMUM Thailand, “The event went very well; It is definitely worthwhile being an exhibitor here.” Ms. Piatti was one of 850 attending exhibitors that hailed from 36 countries.

Attending buyers and corporate travel managers also expressed their satisfaction with the show, with 90% of them rating IT&CMA and CTW Asia-Pacific 2012 a top quality exhibition. Recurring buyer Mrs. Agnieszka Kaminska, Project Manager of Impuls Travel, Poland, “I am very satisfied with the numerous new contacts I made at the event as well as new ideas and knowledge on destinations gained.”

Ms. Leena Andrews, APAC Travel Manager at Juniper, India said the event was “a truly great experience with loads of networking, allowing me to connect with industry peers and discover insights of representing countries.”

Exhibitors that have taken advantage of the early bird registration and already signed up include NTOs such as Malaysia Convention & Exhibition Bureau (MyCEB), Macau Government Tourist Office (MGTO), Korea Tourism Organisation (KTO), Seoul Tourism Organization (STO), Department of Tourism – Philippines, Egyptian Tourism Office, Taiwan Tourism Bureau, Singapore Association of Convention and Exhibition Organisers and Suppliers (SACEOS), Ministry of Tourism and Creative Economy - Republic of Indonesia and Hong Kong Tourism Board.

Corporate exhibitors include Dusit International, Marco Polo Hotels and Phothalai Convention & Event Centre amongst others. Looking to attract the new luxury buyer contingent at the show, Phothalai CEO, Mr. Lars Londal said, “We are looking forward to meeting quality luxury buyers at the event who will definitely appreciate our product offering. Phothalai Convention & Event Center is a 6-star MICE focused venue that

will give meetings and incentive buyers sprawling meeting spaces, incomparable breakout areas, modern amenities, a golf course and world class spa, all this in the heart of Bangkok”

Corporate Travel World (CTW) Asia-Pacific has also attracted interest from exhibitors around the world. Among the early registrations is first time exhibitor, ADAC Ambulance Service, the medical assistance wing of ADAC Group, one of the leading European enterprises for world-wide medical transportation. Mr. Robert Glück - Director of Marketing and Sales of Medical Care at ADAC said, “It will be our first exhibition at this specialised market segment of Incentive and Corporate Travel and we look forward to meeting the right contacts and decision makers in this market.”

More than 90% of attending delegates have pledged to return to the show in 2013, effectively consolidating the event’s position as an effective business and networking platform.

About IT&CMA and CTW Asia-Pacific 2013

1 to 3 October | 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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