

# MEDIA RELEASE

IT&CM Events 2014 / 01



## **Association of Corporate Travel Executives (ACTE) Joins IT&CM Events' Partner Line-Up**

*Singapore, 24 January 2014* – The world's renowned association for travel management professionals – Association of Corporate Travel Executives (ACTE) has joined hands with IT&CM Events to develop and deliver the most relevant and applicable corporate travel management programme at Asia's leading MICE trade show. The collaboration encompasses that IT&CM China (Shanghai), IT&CMA and CTW Asia-Pacific (Bangkok, Thailand) will leverage on the strengths of both leading players and take Corporate Travel education and engagement in Asia to new heights.

Through this win-win partnership, IT&CM Events will have greater support from an expanded global network of over 30,000 ACTE Corporate Travel Executives in over 100 countries, as well as access to a bigger pool of industry experts to share their insider perspectives on global best practices with delegates. ACTE in turn can leverage on IT&CM Event's conference and exhibition platforms to share their expertise and hone their roots deeper into the Chinese and Asian corporate travel communities.

Expressed Benson Tang, Regional Director of ACTE, "ACTE is extremely delighted to announce this strategic partnership in Asia and China with IT&CM Events. We believe that their entrenched reputation and commitment to the Corporate Travel arena and understanding of these markets will positively impact the industry across the region." He added, "This significant milestone collaboration for both ACTE and IT&CM Events will further strengthen and nurture the knowledge of Corporate Travel executives. Only through knowledge transfers and best practices sharing, can our Corporate Travel industry reach new horizons."

IT&CM's outreach to the Corporate Travel industry spans close to two decades beginning with the group's first dedicated event, Corporate Travel World (CTW) Asia-Pacific, for the region's industry professionals established in 1998. This event has been co-locating with leading international MICE event IT&CMA for over 10 years, offering delegates an unparalleled platform to learn, network and do business. The Shanghai edition – IT&CM China has since embarked on its own corporate travel community engagement efforts, and as of last year, replicated its successful corporate travel roundtable session across China including Shanghai, Beijing and Chengdu, targeting local professionals representing MNCs as well as Chinese companies.

"IT&CM Events is proud to welcome ACTE on board as a valued education partner. We are confident that our collaboration will contribute significantly to IT&CM's mission of providing relevant and meaningful education and engagement for corporate travel professionals. Our delegates are always eager to participate in the latest talking points facing the industry, and most of all, learn from experts and peers who share similar challenges and have deep insights on solving them. Keeping interest high among our participants is something I am confident ACTE will bring to the relationship," said Ooi Peng Ee, General Manager of TTG Events, the organising arm behind the series of IT&CM branded events.

Corporate Travel professionals can look forward to the first tailored Corporate Travel education session featuring ACTE speakers at IT&CM China 2014 from 15 to 17 April, followed by IT&CMA and CTW Asia-Pacific 2014 from 30 September to 2 October.

For more information on the IT&CM events, please visit the following respective websites:

IT&CM China [www.itcmchina.com](http://www.itcmchina.com)

IT&CMA and CTW Asia-Pacific [www.itcma.com](http://www.itcma.com) | [www.corporatetravelworld.com](http://www.corporatetravelworld.com)

IT&CM India [www.itcmindia.com](http://www.itcmindia.com)

## ABOUT TTG EVENTS

### **Delivering The World's Business To One Marketplace**

TTG Asia Media's Events group promotes business opportunities by staging international trade events that bring industry suppliers and buyers to one marketplace.

The group is the founder and organiser of the Incentive Travel & Conventions, Meetings (IT&CM) series of MICE events in Thailand (IT&CMA) – co-located with Corporate Travel World (CTW) Asia-Pacific, China (IT&CM China) and India (IT&CM India). It is also the longest-running secretariat appointed to manage the ASEAN Tourism Forum (ATF) Travel Exchange (TRAVEX). Other core trade events include the Singapore Gifts Show (SGS) and International Feng Shui Convention (IFSC).

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