

## MEDIA RELEASE

IT&CMA and CTW Asia-Pacific 2014/ 04

### **Oakwood Worldwide and Travelport Sign On As CTW Asia-Pacific 2014 Sponsors**

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*Singapore, 25 March 2014* – Asia-Pacific's leading Corporate Travel conference and exhibition for the region's industry professionals has sealed in sponsorship from big name hospitality and travel technology brands, eager to leverage on the opportunity to exclusively engage the 150 quality attending corporate travel buyers.

CTW Asia-Pacific's track record of delivering this key buying segment cements Oakwood Worldwide (APAC) acknowledgement of CTW Asia-Pacific as a powerful platform that provides outreach to the corporate segment. Said the brand's Managing Director, Craig Ryan, "The event's ability to attract valuable decision makers involved in corporate travel procurement has been the key motivating factor in our leap to be a first-time CTW Asia-Pacific sponsor. The show has proved to be a very important one in the annual calendar of corporate travel managers in Asia-Pacific. Being a sponsor ensures we are able to directly engage and better acquaint the industry with the Oakwood Worldwide brand and its suite of accommodation solutions."

Sharing the same sentiments is returning sponsor Travelport, who already had a successful experience last year. The company's Corporate Account Director, Dirk Mertens elaborated, "By exclusively hosting a segment for the event's attendees, we had a captive platform to interact with corporate travel professionals from around the region. As a result of this direct engagement, we gained a deeper understanding of the needs of business travellers."

He added, "The feedback we received from these corporate professionals goes into ensuring we provide the right solutions for them. Returning as a sponsor enables us to meet with new corporate professionals and build on the working relationships we had forged with this sector in 2013."

As the only event in the Asia region with the largest hosting program for Corporate Travel Buyers, CTW Asia-Pacific validates and handpicks 150 applicants from diverse industries across the region every year. The event receives interest from over 400 registrants throughout the year. Successful delegates hosted to each CTW Asia-Pacific comprise of key decision makers who plan, execute, influence corporate travel matters within their organisations.

Ooi Peng Ee, General Manager of event organiser TTG Events, highlighted the benefits of sponsoring at CTW Asia-Pacific. "What makes CTW Asia-Pacific unique is the opportunity to connect with coveted corporate professionals in the region at one location. Corporations based in Asia are one of the biggest procurers of travel products and services in the world. We thus, understand the value of the access that CTW Asia-Pacific offers to global and regional suppliers wanting to grow in tandem with such a promising, but elusive demand market."

Interested sponsors can contact [ctw@ttgasia.com](mailto:ctw@ttgasia.com) for more details on customised sponsorship packages.

For more information, log on to [www.corporatetravelworld.com](http://www.corporatetravelworld.com) | [www.itcma.com](http://www.itcma.com)

**30 September to 2 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 an unparalleled platform to do business, learn and network.

Established in 1993, IT&CMA is at the forefront of fostering MICE growth opportunities for the Asia-Pacific and beyond. Its multi-faceted programme engages regional and international industry suppliers and buyers in the realms of business, education and networking. IT&CMA also features dedicated platforms designed around the interests of valuable MICE niche segments, enabling the event to consistently deliver a delegate profile that is both relevant and dynamic. IT&CMA remains uniquely positioned as the only global event with the largest exhibition showcase of Asia-Pacific MICE suppliers. The show has been incorporating Luxury Travel since 2012, and is part of the IT&CM Events series.

Launched in 1998, CTW Asia-Pacific is dedicated to cultivating Travel and Entertainment (T&E) best practices among Asia-Pacific's corporate travel professionals. Influencers, planners and decision makers of corporate travel functions in their organisation attend the annual conference and exhibition 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.

[www.itcma.com](http://www.itcma.com) | [www.corporatetravelworld.com](http://www.corporatetravelworld.com)

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