

MEDIA RELEASE

IT&CMA and CTW Asia-Pacific 2014/ 08

IT&CMA & CTW Asia-Pacific 2014 Kicks Off With Larger, Stronger Industry Support

Bangkok, 30 September 2014 – IT&CMA and CTW Asia-Pacific 2014 opens today with over 800 exhibiting delegates comprising of loyal returning exhibitors and new destinations such as Cambodia and Switzerland present at the event.

The Thai pavilion remains the biggest at the show, with over 30 new local co-exhibitors on board. Returning exhibitors also participated with a significant increase of 18% in booth space. This year also sees one of the show's largest and much-anticipated line-up of sponsors who are generously hosting our delegates to networking luncheons, dinners and coffee breaks, as well as reaching out to engage the industry in new ways.

More than 10,000 business appointments are taking place over the two-day exhibition, with over 80 business, education and networking sessions scheduled for the next three days.

"While IT&CMA and CTW Asia-Pacific continues to add value by consistently delivering valuable industry segments of MICE, Association, Luxury Travel and Corporate Travel, year after year, the immense interest and robust support in this year's event is undoubtedly a reflection of trust and confidence the international MICE and Corporate Travel industry has pledged to Bangkok, and to Thailand as a top Business Events destination," commented Darren Ng, Managing Director of TTG Asia Media.

"We value the strategic potential of IT&CMA and CTW Asia-Pacific as a springboard for the whole industry. The outstanding success of the event proves this to be the case. 2013 saw the value of leads generated for Thai MICE suppliers at 1,000 million THB, with an expected 5% increase in visitor numbers expected in 2014," concurred Supawan Teerarat, Vice-President, Strategic and Business Development of Thailand Convention and Exhibition Bureau (TCEB).

CTW Asia-Pacific delegates can look forward to an impressive speaker line-up and a comprehensive educational agenda that covers topics ranging from data management, best practices and benchmarking, managing travellers across generations to industry updates and outlooks, offered by an advisory panel of experienced regional travel managers, together with Association of Corporate Travel Executives (ACTE).

The expanded 2-day Association Days @ IT&CMA, taking place from 1 to 2 October includes curated education forums, destination presentations, business appointments, and networking sessions. It is further strengthened by new partnerships with MPI International and World PCO Alliance. Site has also joined IT&CM Events' supporting association line-up, and is developing and delivering customised content for the Corporate Performance educational forums.

Rounding up the first day is the evening's Opening Ceremony and Welcome Reception hosted by Thailand Convention & Exhibition Bureau. Held at the Queen Sirikit National Convention Centre, TCEB will be playing host to all event delegates at the evening's function themed 'Absolute Happiness'.

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

About IT&CMA and CTW Asia-Pacific 2014

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.

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Media Contact

Olivia Ng (Ms.)

Event Executive

Email: olivia.ng@ttgasia.com

Eileen Teo (Ms.)

Marketing Executive

Email: eileen.teo@ttgasia.com

Cheryl Tan (Ms.)

Corporate Marketing Manager

Email: cheryl.tan@ttgasia.com

TTG Events

A Business Group of TTG Asia Media

1 Science Park Road, #04-07, The Capricorn

Singapore Science Park II, Singapore 117528

Tel: (65) 6395 7575

Fax: (65) 6536 0896

Website: www.ttgasiamedia.com

Event URL: www.itcma.com | www.corporatetravelworld.com