

MEDIA RELEASE

IT&CMA 2015/ 03

Dubai Business Events Eyes Asia-Pacific Market As First-Time Exhibitor To IT&CMA

Singapore, 7 July 2015 – Asia-Pacific is growing in importance as a business events source market for Dubai, representing 30% of the generated MICE leads according to Dubai Business Events’ Senior Manager – Sales and Convention Services, Karina Lance.

Lance underscored the important value of IT&CMA, “We invest in new platforms every year to explore their potential in a specific market. In line with our development and increased activities in Asia Pacific, IT&CMA became a natural choice partner. Asia-Pacific is a growing market for us, evidenced by the benefits we have experienced from the growing economies of various Asian countries. Exhibiting at IT&CMA enables us to engage with buyers, especially those from Asia, through the online appointment system and dedicated targeted events.”

She continued, “Our objectives for participating at trade shows entail increasing publicity awareness and positioning Dubai as a Business Event Destination, to generating a certain number of leads for our stakeholders and increasing contacts within the Southeast Market. With IT&CMA being the largest MICE trade event in the Asia-Pacific region, we are certain it is the platform for us to achieve those objectives.”

Rising to 4th place in the MasterCard Global Destination Cities Index, Dubai’s ongoing efforts to brand itself as a remarkable and unique destination for Incentive Groups and Corporate Meetings have resulted in growing visitor numbers to the city, with an estimated 14.3 million international visitors in 2015.

On what buyers and visitors can expect at the Dubai Business Events’ booth, Lance shared, “We aim to educate meeting planners on our destination offerings and Dubai Business Events’ wide ranges of services. We will also showcase the various activities and venues that are highly recommended for incentive travel. At the same time, we will also share the tools we have available to incentivize group and incentive bookings.

IT&CMA 2015 will be held from 29 September to 1 October 2015 at the Bangkok Convention Centre at CentralWorld. It is co-located with the CTW Asia-Pacific – The Leading Corporate Travel Management Conference For the Asia-Pacific. For more information, log on to www.itcma.com

About IT&CMA 2015

29 September to 1 October | Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

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.

Co-located with CTW Asia-Pacific, IT&CMA is part of the IT&CM Events series organised by TTG Events, a business group of TTG Asia Media. IT&CMA and 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.

www.itcma.com

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