

MEDIA RELEASE

IT&CMA 2015/ 04

80% of All IT&CMA Buyer Purchases Confirmed Within 6 Months After Show

Singapore, 6 August 2015 – IT&CMA 2014 has proven itself as a trade event that delivers buyers with validated procurement power. 50% of all buyers who made purchases with exhibitors at IT&CMA 2014 confirmed their orders within 3 months after the show, while 80% did so within 6 months after the show.

Products purchased range from accommodation, conference and meeting services, ground handling arrangements, incentive trips among others, spanning 17 destinations across Europe, Hong Kong, India, Indonesia, Korea, Macau, Malaysia, Philippines, Singapore, Thailand and Vietnam.

Buyer Alexander Borosky, General Manager of Siam Star, Latvia shared, “IT&CMA 2014 was very successful for our company. Our greatest takeaway was securing contracts with Centara Hotels and Resorts and Erawan Group (Accor Hotels). Right now we are in negotiation with Intercontinental Group (Holiday Inn properties), and a few other big hotels in Bangkok and Hua Hin. IT&CMA has proved to be the best place to meet MICE industry professionals from the Asia-Pacific region.”

As Borosky further explained, “As the biggest MICE company from Latvia, we receive multiple requests for different types of MICE groups. And it is not always easy to source for a variety of MICE services – accommodation, meeting areas, meals, transport handling – across destinations. This changed after we visited IT&CMA.”

Amari Watergate Bangkok was among the list of IT&CMA 2014 exhibitors that buyers had materialised purchases with. David Barrett, Executive Director Events of Amari Watergate Bangkok revealed they had thus far successfully concluded two conferences during the first half of this year as a result of their participation at the 2014 event.

Barrett remarked, “The two recent conferences we delivered for IT&CMA buyers have proven that our presence at IT&CMA was an excellent return on our investment. The top-notch quality of buyers we met at the show make it a great platform for us to do business and establish our brand awareness among the buyers.”

Ooi Peng Ee, General Manager of TTG Events, commented, “The results of our IT&CMA buyers’ procurement survey, and success stories from exhibitors like Amari Watergate Bangkok showcase what IT&CMA is all about – proven and effective business generation. Our delegates’ experiences validate the show’s ability in delivering and bringing together the right mix of exhibitors and buyers with real procurement power.”

IT&CMA 2015 will be held from 29 September to 1 October 2015 at the Bangkok Convention Centre at CentralWorld. This year’s edition is expected to bring together more than 2,500 Asia-Pacific and international delegates. 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

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

Media Contact

Cheryl Kah (Ms.)

Corporate Digital Marketing
Executive
Email: cheryl.kah@ttgasia.com

Eileen Teo (Ms.)

Senior 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