

MEDIA RELEASE

IT&CMA 2015/ 06

IT&CMA 2015 Chosen To Promote ASEAN MICE Through Debut Forum

Singapore, 1 September 2015 – The ASEAN MICE Forum (AMF) @ IT&CMA will debut on 29 September in Bangkok, in conjunction with The Leading International MICE Event Centered In Asia-Pacific. The only one of its kind in the world, AMF was made possible with the endorsement of the ASEAN Tourism Marketing and Communication Working Group.

“The AMF @ IT&CMA is the first major step we are taking to raise awareness of the ASEAN region, made up of the 10 member countries, as a collective MICE destination. The AEC collaboration and close ties between the ASEAN nations literally expands the possibilities of any MICE programme to the region, as it can take on a multi-nation approach which will offer diversity and unique cultural experiences for participants. We are excited to initiate conversations with global MICE leaders during the forum,” said Khairuddin Abdul Hamid, Deputy Permanent Secretary, Ministry of Industry and Primary Resources, Brunei Darussalam, and concurrently the Chairman of ASEAN Tourism Marketing and Communication Working Group, ASEAN Secretariat.

Organised by TTG Events, AMF will be attended by some 50 global industry leaders including tourism heads from the ASEAN nations, IT&CMA buyers, exhibitors, and media, as they discuss and forward South-east Asia’s MICE developments and capabilities.

AMF will kick off with “A One-Stop MICE Wonderland” led by Karen Yue, Group Editor – TTG Travel Trade Publishing, TTG Asia Media, on how multi-destination programmes can be put together in the region. Industry players will have the opportunity to share mini case studies on their MICE events in relatively ‘fresh’ ASEAN destinations in the “Learning From Success: Case Studies” session. And to round up the day, Gary Grimmer, CEO of GainingEdge will share the significance of convention bureaus and why they are important at a country and/or city level.

Darren Ng, Managing Director of TTG Asia Media remarked, “The ASEAN MICE Forum is an opportunity for IT&CMA to play an anchor role in developing MICE in ASEAN through the engagement of global industry leaders. In that same note, IT&CMA is also the perfect platform for AMF as it is the leading MICE event in the Asia-Pacific region. Leveraging on IT&CMA enables these global industry leaders to reach out to international MICE players who are present at the show.”

Access to AMF is complimentary for all IT&CMA 2015 delegates. Industry members who are not registered for IT&CMA can access the forum at US\$50.

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

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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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