

MEDIA RELEASE

IT&CMA 2015/ 07

Exclusive Hosted Functions By International Convention Visitor Bureaus At IT&CMA 2015

Singapore, 17 September 2015 – Sponsored sessions aimed at captive engagement with select audiences are at an all-time high this IT&CMA 2015, with exclusive networking functions on 30 September hosted by Seoul Metropolitan Government, Dubai Business Events and Tourism Promotions Board Philippines.

Having reaped results from past sponsored networking functions at IT&CMA, Seoul Metropolitan Government, is delighted to return as a luncheon host for buyer and media delegates. Maureen O’Crowley, Executive Director, MICE Division, Seoul Tourism Organisation expressed her confidence backed by success at previous years’ events, “We had been the proud sponsor of Seoul Gala Dinner for several years. This year, we are excited to engage with buyers and media at a Seoul Hosted Luncheon. At this luncheon, we will be highlighting new incentives from Seoul, especially our special support programs. Through this intimate session, we want to create an even stronger working relationship with our target audience.”

Also wooing buyers over lunch is Dubai Business Events who was convinced to make its sponsorship debut at IT&CMA after successful experiences with TTG Events where the team co-organised destination-led projects such as the Asia Mega Fam for the bureau. On the motivation behind their exclusive luncheon for 25 Southeast Asia buyers, Karina Lance, Senior Manager, Sales and Convention Services of Dubai Business Events said, “Dubai city is constantly evolving. Therefore, the Dubai Business Events sponsored luncheon is a platform for us to further develop relationships with our clients, and provide them with new updates on the offerings in the business events field. We look forward to connecting with Asian MICE meeting planners and decision makers during the networking lunch.”

Also motivated by prior success with TTG Events, Tourism Promotions Board Philippines has committed to being the event’s sole dinner sponsor. Said its Chief of Marketing and Promotions, Susan Del Mundo, “IT&CMA has proven itself as a trade event that delivers results. In fact, the unprecedented success of Philippines’ participation in the 2014 show was evident by the 100% satisfaction ratings recorded relative to the quality of the buyers and corporate travel managers that the Philippine co-exhibitors met.”

Del Mundo continued “The sponsored dinner will be our platform to re-intensify our campaign and build a momentum for the Philippine MICE industry. We hope to garner more interest among the high quality meetings and incentive travel organisers to explore Philippines – currently positioned as one of the top Asian countries with emerging economy.”

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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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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