

MEDIA RELEASE

IT&CMA and CTW Asia-Pacific 2015/ 02

IT&CMA and CTW Asia-Pacific 2015 Opens With New Highs

Bangkok, 29 September 2015 – The Leading International MICE Event Centered in Asia-Pacific kicked off today at the Bangkok Convention Centre at CentralWorld Bangkok, Thailand, presenting the largest line-up of over 20 MICE, events intelligence, corporate travel and association management knowledge sessions helmed by over 30 expert speakers. Headlining the education front is the first-ever ASEAN MICE Forum, endorsed by the ASEAN Marketing and Communications Working Group. This initiative enables IT&CMA and CTW Asia-Pacific to facilitate closer collaboration between ASEAN's MICE industry leaders.

“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 national literally expands the possibility 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.

The 2015 edition sees a growth of 14% in exhibitors' participation, with sponsorship engagements increasing by more than 40% over 2014. All these have been made possible by TTG Events' unwavering commitment to deliver quality content and buyers to the events. Featuring one of the largest CVB collections in the region, IT&CMA has once again delivered a truly global showcase of Convention Visitor Bureaus. The international presence is witnessed by the entrance of new European, Middle Eastern and North Asian bureaus like Berlin, Geneva, Lucerne, Zurich, Dubai and Jeju, while returning destinations Switzerland, Philippines, Macau and India are making a statement with an event bigger showing this year.

They are joined by all the leading Asian MICE destinations including Korea, Malaysia, Indonesia, Taiwan, Sabah and Thailand. This consolidates IT&CMA position as the must-attend MICE-focus event in Asia.

Ralf Ostendorf, Director Market Management of Berlin Tourismus & Kongress GmbH explained the motivation behind exhibiting at IT&CMA 2015 for the first time, “Our first experience with IT&CM Events was at IT&CM China earlier in Shanghai this year, and it proved to be a successful show for us. We are looking forward to the same success at IT&CMA 2015, as we see a lot of potential for Berlin as a MICE destination in Asia.”

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 that will take place tomorrow (30 September). 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 event stronger working relationship with our target audience."

The first day of the 2015 edition will round up with the Opening Ceremony and Welcome Reception hosted by Thailand Convention & Exhibition Bureau. Held at Live House@Central World, TCEB will be playing host to all event delegates at the evening's function themed 'Heaven Unveiled. A Night in Paradise'.

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

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About IT&CMA and CTW Asia-Pacific 2015

29 September to 1 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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