

## MEDIA RELEASE

IT&CMA and CTW Asia-Pacific 2016/ 01

### **Another Milestone for IT&CMA and CTW Asia-Pacific as the 2016 Edition Opens**

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*Bangkok, 27 September 2016* – The 24<sup>th</sup> and 19<sup>th</sup> instalment of IT&CMA and CTW Asia-Pacific opens today in Bangkok, Thailand with several new milestones set ahead of its 3-day programme.

The 2016 education programme features a record-breaking 50 esteemed speakers from across governments, academia, and industry professions who will impart their knowledge and expertise at over 20 sessions including the ASEAN MICE Forum, the 2-day Association Day forum, Campfire Knowledge Sessions, and CTW Asia-Pacific Conference Sessions.

Targeted outreach and sponsorship sessions are also at an all-time high this year, with many companies like Visit Berlin, Dubai Business Events, Fukuoka Convention and Visitor Bureau, Tourism Promotions Board Philippines, Carey International and HRS – Global Hotel Solutions, and Carlson Wagonlit Travel stretching their investments by participating as both exhibitor and sponsor. This is a testament to the value of IT&CMA and CTW Asia-Pacific as an instrumental platform in bringing only the best buyers, sellers, and speakers to a single marketplace to do business, learn, and network.

“Exhibition platforms such as IT&CMA and CTW Asia-Pacific play an important part in our clients brand building and market activation goals. We are heartened by the trust and commitment they have placed in us, and we endeavour to keep building our capabilities, offering new value propositions, and providing opportunities for our delegates to maximise their investments, and engage with the people who matter most to them”, said Darren Ng, Managing Director, TTG Asia Media.

IT&CMA continues to showcase a diverse congregation of international and regional Convention Visitor Bureaus, welcoming both new and returning representatives from Berlin, India, Indonesia, Japan, Malaysia, Monaco, Philippines, South Korea, Thailand and many more. A number of these destinations are featuring a bigger showing of private sectors joining their contingents, solidifying the event as the leading MICE and Corporate Travel trade event in the region.

Ongoing results have made IT&CMA and CTW Asia-Pacific the undisputed leader in MICE and Corporate Travel exhibition and conference in the region. The event expects 2,800 delegates from over 50 countries, including 600 hosted buyers and media, this year.

Host and partner Thailand Convention & Exhibition Bureau will leverage on IT&CMA and CTW Asia-Pacific to launch their 2017 marketing communication concept. Said Nopparat Maythaveekulchai, President, Thailand Convention & Exhibition Bureau (TCEB), “The initiative – Thailand CONNECT...Your Vibrant Journey to Business Success – will confirm Thailand’s outstanding hospitality and present Thailand as a destination that can really CONNECT an event’s vibrant journey to business success.”

Thailand Convention & Exhibition Bureau (TCEB) will also host the Opening Ceremony & Welcome Reception to round off Day 1 at the Royal Paragon Hall with a “Siam Spice Night” theme featuring the best of what Thailand can offer as a leading MICE destination.

For more information, log on to [www.itcma.com](http://www.itcma.com) | [www.corporatetravelworld.com/apac](http://www.corporatetravelworld.com/apac)

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## About IT&CMA and CTW Asia-Pacific 2016

**27 to 29 September | 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.

[www.itcma.com](http://www.itcma.com) | [www.corporatetravelworld.com/apac](http://www.corporatetravelworld.com/apac)

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