

MEDIA RELEASE

IT&CMA and CTW Asia-Pacific 2016/ 02

More Exhibitors Snap Up Exclusively Branded Engagement Sessions This 2016

Bangkok, 28 September 2016 – The exhibition floor and full-fledged education programme at IT&CMA and CTW Asia-Pacific 2016 kicked off today. This year, more than ever before, 18 National Tourism Organisations (NTOs), Convention Visitor Bureaus (CVBs), corporates, and various organisations have snapped up close to 30 captive engagement sessions. The exclusively-branded platforms that include media briefings, destination presentations, and social networking functions, allow hosts and sponsors to effectively introduce their brands and destinations to their target delegate profiles.

IT&CMA and CTW Asia-Pacific's results-proven, integrated marketing approach has stimulated brands to invest beyond individual business appointments. The invaluable exposure that exposes buyers and media to new or updated product solutions that they might not have otherwise considered, make these tailored outreach platforms a worthwhile investment.

Ralf Ostendorf, Visit Berlin's Director of Market Management for Asia, Australia, and Middle East explained the motivation behind their hosted luncheon for 32 Asia-based buyers. "We were interested in finding a different way to further strengthen our network in Asia, so we decided to return as an exhibitor and come in as a first-time sponsor. The added value and targeted engagement from pre-selecting the buyers we wanted really gave us the opportunity to present our destination and show our buyers what Berlin has to offer. This gave us the exact audience we were seeking."

The return of previous year's sponsors is also testimony to the efficacy of such platforms in achieving the necessary preliminary awareness that precedes procurement interest. It further supports the business generation front by raising potential future conversions.

HRS' Ewa Cyman, Regional Sales Manager (Hotels), Asia-Pacific, said, "Our previous years as CTW Asia-Pacific coffee break sponsors have been very beneficial as it enabled us to foster a closer relationship with our buyers on a more casual, open level. Leveraging on the various events and sponsorship spaces gave us the opportunity to share our value propositions and end-to-end solutions with our corporate clients."

Other engagement session headliners include Busan, Chiang Mai, Dubai, Fukuoka, India, Malaysia, Monaco, Philippines, Taiwan, Thailand, Airbnb, Carey International, JW Marriott, Oakwood Worldwide®, Royal Caribbean International, Worldwide Cruise Associates & Celebrity Cruise Lines.

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

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Media Contact

Cheryl Kah (Ms.)

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

Lena Ng (Ms.)

Marketing Executive
Email: lena.ng@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 | www.corporatetravelworld.com/apac