

## MEDIA RELEASE

IT&CM Events 2017 / 02



### **IT&CM Asia 2017 Localises Preview Reception in Bangkok To Woo Thai Buyers**

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*Bangkok, 1 August 2017* – IT&CMA, together with the Thailand Convention and Exhibition Bureau (TCEB), put together a special preview roadshow for local Thai buyers in Bangkok, Thailand, on 18 July 2017 to showcase the upcoming leading MICE and Corporate Travel event centered in the Asia-Pacific. The event venue and reception was generously sponsored by the new Bangkok Marriott Marquis Queen’s Park.

The evening reception welcomed 90 new and returning buyers to preview the show’s offerings and success stories that have made IT&CMA a key MICE event in the region and bolstering Thailand as one of the top MICE destinations in Asia.

Reinforced Mr Ooi Peng Ee, General Manager – Events, TTG Asia Media. “IT&CMA and CTW Asia-Pacific’s longevity is a result of our unwavering mission in helping our industry, and all the people in it, grow. Our commitment in establishing valuable and sustainable partnerships, working with entities like TCEB and events like these to co-create value, have been key to our success.”

Organisers were also keen to be the link in connecting local suppliers and buyers with the international audience that will be present at the September show and in return, charm more international Convention Visitor Bureaus and National Tourism Organisations to Thailand to collaborate and compete in the market.

Acknowledging education as a key component in elevating the local and regional business landscape to global standards, the hosts also encouraged local industry players to share their expertise with the conference development team in moulding a more well-rounded education programme.

Emphasising the importance of the local market, said Ooi, is critical in helping create opportunities for Thai MICE suppliers and the local buying market to connect. “To consolidate Thailand’s position as one of the most diverse MICE destinations in the World and as IT&CMA and CTW Asia-Pacific ushers in its 25<sup>th</sup> and 20<sup>th</sup> anniversary respectively, we will definitely work with our destination partners like Thailand, Busan, Dubai, Indonesia, Osaka, the Philippines, Taipei, and many more, to showcase their offerings and support their growth.”

The preview roadshow kicked off with the welcome address by TTG Events and Marriott Marquis, followed by a video presentation of the events’ highlights and a sneak peek at this year’s anniversary edition, accompanied by a cocktail and networking session hosted by the venue.

IT&CMA 2017 will be held from 26 – 28 September 2017 at the Bangkok Convention Centre at CentralWorld. 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](http://www.itcma.com) | [www.corporatetravelworld.com/apac](http://www.corporatetravelworld.com/apac)

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## About IT&CMA 2017

**26 to 28 September | 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.

2017 marks IT&CMA and CTW Asia-Pacific's 25<sup>th</sup> and 20<sup>th</sup> anniversary respectively.

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

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