

MEDIA RELEASE

IT&CMA 2017/ 03 and CTW Asia-Pacific 2017/ 02

IT&CMA and CTW Asia-Pacific 2017 Cements Industry Foothold with Dazzling Anniversary Edition

Bangkok, 26 September 2017 – The 25th IT&CMA and 20th CTW Asia-Pacific opened today to a furore of event highlights, activities and entertainment to deliver an unforgettable anniversary edition. The leading MICE and corporate travel management trade event for the Asia-Pacific further strengthened its place in the region, expecting to welcome close to 2,900 delegates over 3-days with more than 100 business, networking and education sessions lined up.

Part of the anniversary highlights encompassing a future-ready theme include two light-up photo walls where delegates can leave congratulatory wishes and view milestones in the doublebill events' history, a variety of booth activities and entertainment hosted by major pavilions throughout the exhibition, a deeper industry dive down at the education and conference sessions, and a spectacular Opening Ceremony later in the evening that will reminisce all the special moments in Thailand.

Expressing his appreciation, Darren Ng, Managing Director of TTG Asia Media, reinforced, "We are grateful and honoured to have our delegates witness this milestone together. We have come a long way since IT&CMA's inception in 1993 and CTW Asia-Pacific's in 1998, starting this series of events when we realised that the market lacked specialisation in and around the Asia-Pacific MICE and corporate travel market. Since then, we have propelled forward alongside the industry, benchmarked against global standards and positioned our region competitively with the trust and commitment our clients have placed in us."

Delegates were also keen to share their own IT&CMA and CTW Asia-Pacific journeys in support of the event to reinforce the value they achieved over the years of participating. The 2017 show will feature more than 800 participating exhibitors and 590 Meetings and Incentives, Association, Corporate Travel Buyers, and Media coming together to fulfil their business objectives and market activation goals.

Expressed Shreyash Shah, Director of Sales, MICE & Leisure, Royal Cliff Hotels & Pattaya Exhibition and Convention Hall (PEACH), "We have built a successful MICE base through IT&CMA, extending our reach and interest in many markets in ASEAN and beyond. When IT&CMA was hosted at PEACH, it was also a great success with many wonderful memories. We managed to secure many corporate clients and showcase our facilities to the world through the show."

Added Freddy Muller, Vice President Head of Corporate & Incentive Sales – Americas for Silversea Cruises, "Silversea has always been a big supporter of IT&CMA since its early days. Over the years with our constant presence, many buyers have come to recognise our brand, and our association with the MICE business. By, successfully incorporating CTW Asia-Pacific into its programme, we have also reached out directly to corporate companies and travel managers."

IT&CMA continues to showcase the largest congregation of Convention Visitor Bureaus (CVBs) and National Tourism Organisations (NTOs) centered around the Asia-Pacific from new and returning destinations such as Chiang Mai, Dubai, Korea, Macao, Osaka, Penang, Perth, Philippines, Taiwan, and Thailand. This year also

sees strong support from hotel and cruise clusters like Bangkok Marriott Marquis Queen's Park, Dream Cruises & Star Cruises, Frasers Hospitality, Silversea Cruises, Resorts World Sentosa, and many more.

IT&CMA and CTW Asia-Pacific has left an indelible impression on the Thai MICE industry for the past 14 years and will continue to do so in an extension of partnership with strategic partner Thailand Convention and Exhibition Bureau (TCEB) for the next three years till 2020.

President of TCEB, Chiruit Isarangkun Na Ayuthaya, affirmed, "Over the past decade, IT&CMA has multiplied the number of MICE events, visitors, and interest to Thailand, by creating opportunities for local suppliers, providing outreach for our campaigns, and giving visitors hands-on experiences through FAM tours. IT&CMA and CTW Asia-Pacific have been instrumental in showcasing our potential."

TCEB will also host the Opening Ceremony & Welcome Reception titled "Still On My Mind" at Dusit Thani Bangkok tonight to round off Day 1. Delegates are invited to post pictures of their business events in Thailand on their social media with the hashtag **ThailandStillOnMyMind** and win special gifts at the reception.

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

#itcma17

[Twitter](#) | [Facebook](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#)

#ctwapac17

[Twitter](#) | [Facebook](#) | [Instagram](#) | [YouTube](#) | [LinkedIn](#)

About IT&CMA and CTW Asia-Pacific 2017

26 to 28 September | Bangkok Convention Centre at CentralWorld, Bangkok, Thailand
Incentive Travel & Conventions, Meetings Asia (IT&CMA) and Corporate Travel World (CTW) Asia-Pacific is The Asia-Pacific'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.

2017 marks the 25th IT&CMA and 20th CTW Asia-Pacific respectively.

IT&CMA and CTW Asia-Pacific is organised by TTG Events, a business group of TTG Asia Media.

www.itcma.com | www.corporatetravelworld.com/apac

IT&CMA and CTW Asia-Pacific 2018

Date: 18 to 20 September 2018

Venue: Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

Media Contact

Delia Ng (Ms.)

Media Representative

Email: delia.ng@ttgasia.com

Lena Ng (Ms.)

Marketing Executive

Email: lana.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