

MEDIA RELEASE

IT&CMA and CTW Asia-Pacific 2017/05

Amplified Education Deep-Dived Into Future Ready MICE and Corporate Travel Industry; 2017 Sticky Awards Winners Announced

Bangkok, 28 September 2017 – In-depth knowledge-building was the core of an amplified education programme across the 22 forum sessions at IT&CMA and CTW Asia-Pacific 2017. Some 50 renowned speakers from government bodies, academia, industry specialists, and associations imparted their wisdom over the various education segments encompassing a future-ready theme centred on industry development.

Tuesday's Keynote Address from Joint Meeting Industry Council's 'Iceberg' producer, James Latham, focused delegate attention on the contribution that the industry delivers toward economic development across key clusters of innovation, healthcare, and knowledge-based sectors of science and technologies.

Said Latham, "The industry pendulum is swinging upstream as it becomes recognised by government for the outcomes and legacies that can be achieved from a vibrant business events sector. Here in Thailand, for example, you see that TCEB is highly focused on bringing events to the country that will support the economic and transformational strategy of Thailand 4.0 and there are many other vertical priorities ahead of tourism when you look at these clusters."

Joining the panel were notable dignitaries Chiruit Isarangkun Na Ayuthaya, President of Thailand Convention and Exhibition Bureau (TCEB); Jason Yeh, President of ICCA Asia-Pacific and Taiwan Convention and Exhibition Association (TCEA); and Koichi Gono, Chief Executive of Fukuoka Convention & Visitors Bureau.

Other components like the ASEAN MICE Forum, dedicated Association Days forum, campfire knowledge sessions, the CTW Asia-Pacific corporate travel conference forums, and partner event Future Leaders Forum, followed the same emphasis, joining forces with IAPCO, SITE, GainingEdge, and FCM Travel Solutions, to deliver their expertise at some of the topics.

Speaker Mike Williams, Senior Consultant of GainingEdge, who helmed a number of education sessions and collaborated with IT&CMA and CTW Asia-Pacific 2017 on the Campfire Knowledge Sessions gave his view on the marketplace, "It is important to combine tradeshow with education especially when you've got a good audience of exhibitors and buyers who are looking to gain knowledge. This then becomes advantageous for the show to incorporate such components and create a win-win for organisers and speakers. Interacting with delegates who have attended the sessions, I think Asia is showing potential to be a global leader in the MICE industry and is in many ways leading the world."

For CTW Asia-Pacific Corporate Travel Buyer Sarita Verma, Executive Assistant to Managing Director and Chief Financial Officer of Tutt Bryant Group Limited, her first time to the Asia-Pacific series was fruitful, "I found the knowledge gained from the conference very interesting and worthwhile. The speakers were great, very experienced, and brought up points I had not considered before. This was a learning curve for me and I'm very glad to have the opportunity to attend this year. I'm also looking forward to closing some deals with the exhibiting suppliers."

Over at the most anticipated luncheon today, the 16th Sticky Awards took on a new format with a Travel Marketing Excellence segment, showcasing brilliant tourism campaigns by Asia-Pacific CVBs and NTOs that were presented by Jens Thraenart, Executive Director of the Mekong Tourism Commission Office (MTCO).

Said Thraenart, "I always like to participate in industry events and give back. I think the 'innovation.travel' collaboration platform we are building will become a hub to consolidate tourism campaigns and enable companies to get inspired by innovation that's happening around the world in travel. As the Sticky Awards is exploring a new format this year, we will continue to improve and bring these campaigns together for sharing. There are so many Convention Visitor Bureaus and National Tourism Organisations in the region alone and we look forward to seeing even more submissions."

The awards also continued to reward the innovative efforts of IT&CMA and CTW Asia-Pacific delegates who stood out at the show. Thailand took home two awards at the ceremony, bagging Stickiest Function for the elaborate Opening Ceremony and Welcome Reception, and Gold for the Stickiest National Pavilion at IT&CMA and CTW Asia-Pacific 2017.

TCEB's President, Chiruit Isarangkun Na Ayuthaya was happy to receive the awards, "I feel very honoured that we won the two awards. We would like to thank TTG for organising the awards as well as all the bureaus, exhibitors, buyers and fellow participants for gathering here with us at IT&CMA and CTW Asia-Pacific. We will keep working hard to do an even better function next year."

This year's winners also included a tie between The Philippines and Taiwan (Stickiest Marketing & Promotion) for their very engaging booth activities, Malaysia (Stickiest National Pavilion, Silver), The Philippines (Stickiest National Pavilion, Bronze), Thai Airways (Stickiest Corporate Booth, Gold), Pan Pacific (Stickiest Corporate Booth, Silver), Resorts World Sentosa (Stickiest Corporate Booth, Bronze), 2nd time uncontested winner Penang Convention & Exhibition Bureau (Stickiest Social Sharing), Mike Williams of GainingEdge (Stickiest Guru), Iain Bitran of International Society for Professional Innovation Management (Stickiest Buyer), and Peter Koh of Corning Inc. (Stickiest Corporate Travel Manager).

The three days of the leading MICE and corporate travel management event centred around the Asia-Pacific concluded with over 10,000 appointments made on the show floor.

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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.

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