

MEDIA RELEASE

IT&CMA 2018/ 05

IT&CMA 2018 Confirms Strong Destinations Presence

Larger Representation By Thailand, Philippines, Pattaya, India; Seoul Heightens Presence With Independent Pavilion; Significant Japan Cluster

Singapore, 30 August 2018 – Riding on the success of last year’s anniversary show, IT&CMA continues to showcase the largest congregation of Asian MICE CVBs and NTOs. In addition, exhibitors have significantly increased their space this year, namely Thailand Convention & Exhibition Bureau (60%), Pattaya MICE City (50%), Worldwide Cruise Associates (50%), Tourism Promotion Board Philippines (33%), Fukuoka Convention & Visitors Bureau (33%), and India Tourism (12%), welcoming even bigger participation across the board.

Said Darren Ng, Managing Director, TTG Asia Media, on IT&CMA’s glowing reputation and expertise in MICE, “IT&CMA continues to be at the forefront of shaping Asia-Pacific’s business events market potential for all stakeholders. The labours of our accumulated efforts over two decades have clearly imbued a sense of confidence through the success of our anniversary show last year. This is a testament to the quality of sellers and buyers IT&CMA consistently brings to our shows, with this 26th year being even bigger and better.”

Chiruit Isarangkun Na Ayuthaya, President, Thailand Convention & Exhibition Bureau (TCEB), “TCEB is proud to be a long-standing and active strategic partner and host. IT&CMA is a vital part of our business events calendar in leading meaningful growth for the Thai MICE industry and local economies. Our continued commitment to nurturing this demand will bring in even more uniquely Thai organisations with our substantial expansion.”

IT&CMA’s largest Japan display to date welcomes 6 Global MICE Cities Fukuoka, Hiroshima, Kobe, Nagasaki, Osaka, and Sapporo eager to charm MICE and Association buyers. JTB Corporation’s Asia-Pacific arm is also exhibiting alongside the significant Japan cluster, showcasing their extensive DMC capabilities for MICE and business travel management.

Meanwhile, Seoul Tourism Organization (STO) looks to boost their MICE competitiveness with renewed focus on Asia-Pacific since formally becoming a government-funded foundation, debuting an independent pavilion this year to further promote their PLUS SEOUL Package, an all-in-one MICE support initiative.

Keen to tap on Asia-Pacific interests, Dominique Oi, MICE Manager South East Asia, Switzerland Convention & Incentive Bureau, shared their excitement to leverage on IT&CMA to reach out to incentive planners and buyers, “Switzerland is a leading incentive destination for the premium market and we want to promote our hidden incentive gems. Our new MICE Planner, created specifically for meeting planners, incorporates the highest standards in quality and hospitality, and is optimised to deliver the best experience to our Asia-Pacific clientele.”

Other new and returning destinations and corporates on board include Chiangmai, Indonesia, Jeju, Korea, Lanna, Macao, Malaysia, NYC & Company, Taiwan, as well as Bangkok Marriott Marquis Queen's Park, Centara, Desaru Coast, EventsAir, Krung Kavee Golf Course & Country Club, Marshall Cavendish, Princess Cruises, Radisson Hotel Group, Resorts World Sentosa, Royal Caribbean, Royal Cliff Hotels Group, Sampran Riverside, Shenzhen Ucloudlink Tech, Slickbooth Cambodia, Thai Airways, and more.

All in all, IT&CMA and CTW Asia-Pacific 2018 expects more than 3,000 delegates in attendance, including over 800 exhibitors from some 300 exhibiting companies and 450 hosted buyers, to do business, networking, and educate over 3 action-packed days. Delegates can also look forward to an intensive education programme and hosted social functions by partners and sponsors.

If you would like to meet these destinations and organisations at IT&CMA 2018, join us from 18 – 20 September at the Bangkok Convention Centre at CentralWorld. The leading MICE event is co-located with CTW Asia-Pacific – The Leading Corporate Travel Management Conference for the Asia-Pacific.

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

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About IT&CMA 2018

18 to 20 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 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.

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