

MEDIA RELEASE

IT&CM China 2016 / 06

Over 14,000 Business Appointments Concluded At IT&CM China 2016

Shanghai, 8 April 2016 – The 3-day 10th IT&CM China 2016 came to a close with over 14,000 business appointments as well as more than 70 business, education and networking activities concluded. The event received overwhelming feedback from delegates who shared how they had benefitted from the various aspects of this year’s show.

First-time exhibitor Penang State Tourism’s Penang State Minister YB Danny Law said, “Our debut here at IT&CM China has yielded us awareness among the buyer delegates. People know of Malaysia as a country, but not so much about Penang. We were able to introduce Penang’s heritage, culture and developments at the show,”

Daimaru Matsuzakaya Department Store, another new exhibitor at this year’s show also expressed satisfaction with the event. “IT&CM China is a highly effective platform, from its pre-scheduled appointment system to its onsite organisation. The quality of media and buyer delegates further enriches the effectiveness of the show,” said Emily Lee, Project Manager, Inbound Business, Merchandising Strategy Promotion Unit, Merchandising and Channel Development Division.

For returning exhibitor Japan National Tourism Organization that has been with IT&CM China for 3 years now, the excellent profile of the Chinese buyers which the show consistently delivers keeps them coming back. “IT&CM China delivers quality buyers from China, and that is the main reason why we return year after year. This platform gives us a great opportunity to meet with Chinese buyers,” remarked Tatsunori Naoi, Assistant Manager.

The memorable Opening Ceremony and Dinner event on the first day of IT&CM China which starred a walk-about food fair dining concept by Shanghai Marriott Parkview was a highlight for Valentina Mognoni, Sales Executive of HNA Hospitality Group. “The Opening Ceremony successfully married the different culinary experiences of multiple destinations in one location, enabling an impressive international gourmet showcase of flavours, culture and traditions. This had been an excellent opportunity for exhibitors to promote and create greater awareness and exposure on this platform. On this momentous 10th anniversary, we wish IT&CM China many more successful years ahead,” said Mognoni.

First-time buyer S. Kumar, Senior Pricing Consulting from Dnata shared, “My experience at this show has been really positive, having already met with a variety of suppliers, hotels and DMCs here. I hope to be able to deepen my relationships with them, and work towards a lasting partnership.”

Another new buyer He Huixia, Euro & American Director of Hunan Huatian International Travel Service Co. Ltd, concurred, “I’m very impressed with the convenient pre-scheduled appointment system and online diary. The face-to-face business appointments allowed buyers and sellers to have an intimate session, with targeted and timely engagement and communication.”

Sichuan World Travel Service Co. Ltd's General Manager Wu Yong Hui said of her fruitful experience at IT&CM China 2016, "We were looking for high-end travel and luxury travel suppliers and new ideas. At IT&CM China, I found suitable suppliers like Castle and Wine French DMC. I also interacted with many good buyers from all over the world, and mutually shared ideas as well as experiences on how to arrange high-end events and groups."

The IT&CM China experience continues for 25 selected international and Chinese buyers as they embark on the event's first-ever post-show tour to Kyushu, Japan, from 9 to 13 April. Sponsored and hosted by Fukuoka Convention & Visitors Bureau alongside Meetings Place Fukuoka, the fully-subscribed 5 Day 4 Night FAM Tour aimed at promoting Kyushu as Your Meeting Place. Itinerary highlights include the natural and heritage attractions, culinary delights, venue visits as well as meetings with participating CVBs across several Kyushu destinations.

He Hui, Office Director of Shaanxi Northwest General Aviation Association who is attending the post-show tour to Kyushu said, "The post-show tour is timely as I have not been to Japan before. This trip will allow me to know more about Kyushu and Japan, experience its culture, facilities, cuisine and hospitality."

For more information on IT&CM China, visit www.itcmchina.com | WeChat ID: ITCMCH

ABOUT IT&CM CHINA 2016

IT&CM China 2016 will be held from April 6 to 8 at Shanghai Exhibition & Convention Center of International Sourcing. This is the 10th instalment of the international MICE event that seeks to "Promote China to the World and the World to China". The 2016 event expects an attendance of 3,000 MICE professionals from sectors including DMCs, PCOs, corporate travel and associations, some 400 hosted delegates, over 10,000 business appointments as well as over 60 business, education and networking sessions.

The event is organised by TTG Events, a business group of TTG Asia Media, CITS International M.I.C.E – a wholly-owned subsidiary of CITS (China International Travel Service) and MP International. It has the support of Shanghai Municipal Tourism Administration (**SMTA**), Shanghai Convention & Exhibition Industries Association (**SCEIA**), American Society of Association Executives (**ASAE**), euromic, International Association of Professional Congress Organisers (**IAPCO**), International Congress & Convention Association (**ICCA**), MICE Committee of CATS, Pacific Asia Travel Association (**PATA**), Philippine Council for the Advancement of Association Executives (**PCAEE**), Society for Incentive Travel Excellence (**SITE**) and World PCO Alliance.

IT&CM China is also co-located with CTW China – The Leading Corporate Travel Management Conference For China.

More information is available at www.itcmchina.com

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