

MEDIA RELEASE

IT&CMA and CTW 2012/ 02

FOR IMMEDIATE RELEASE

Fresh Procurement Interest With 50% New MICE Buyer and Corporate Travel Manager Registrations

Host country Thailand ready to showcase destination with experiential pre- and post-show tours

Bangkok, 12 June 2012 – Intensive buyer acquisition efforts for IT&CMA and CTW 2012 has attracted close to 800 applications from MICE buyers and corporate travel managers across the world, including new markets such as Austria, Croatia, Czech Republic, Egypt, Finland, Israel, Lebanon, Mexico and Tanzania. The event also has a reported a 50% surge in registrations from Australian buyers.

Noteworthy among the interested buyers this year are American Express, HelmsBriscoe, HPN Global, MCI Group, MMCO World and Thomas Cook Business Incentives.

The 2012 event aims for a 55% of Asia-based buyers and 45% of international buyers. This aggregate 10% shift in focus from last year's 50/50 split is due to the volatility of the business environment in the UK and US. The hosting committee expects a possible reduction in the purchasing power of buyers from these countries, and predicts that Asian buyers will be able to utilize IT&CMA's three business days to realize business with shorter lead times.

This year, the Corporate Travel World (CTW) conference programme plans to woo influential travel managers with its quality content and networking opportunities. Said Mr. Darren Ng – Managing Director of TTG Asia Media, "This year, we have introduced a number of initiatives to capitalize on the increased interest in CTW 2012. With the support of our partners, we have introduced a specially tailored conference package which will include air fare, accommodation and conference registration fees for the delegates."

CTW's increasing popularity and market value is evident through an emerging trend of large multinationals nominating more than one of their travel professionals to attend. Leading organisations like Accenture (Japan, Malaysia, Australia, India and Singapore) Shneider (Indonesia, Singapore), General Electric (Singapore, Malaysia, Italy), Bosch (Asia), MSD Merck (Indonesia, Singapore), are examples of this trend.

Initiatives to engage a fresh pool of corporate travel managers have been stepped up through extensive acquisition of databases from partners, associations, confirmed exhibitors, and strong referrals from sources such as media affiliates and focus groups comprising leading travel managers and decision makers in Singapore, Malaysia and Hong Kong.

This year, the event will focus on drawing corporate participation from new markets that have high potential to procure corporate events in Asia. Participation from these countries including China, Hong Kong, Philippines and Australia, will allow participants the opportunity for balanced exposure and knowledge sharing.

Mr. Thongchai Sridama, member of the Board of Directors and Acting President of Thailand Convention & Exhibition Bureau (TCEB) said, "Thailand is a destination teeming with choices, and we are geared up for all delegates to experience Thailand's MICE potential and unique products. International buyers, corporate travel

managers and media can join our post-show tours for experiential interaction with our brand new destination offerings that can be tailored to suit every requirement. Delegates can now plan their itineraries according to the newly released post-show programmes.”

TCEB has revealed this year’s post-show tour destinations to be Chiang Rai, Krabi and Pattaya. From 5th to 7th October 2012, MICE buyers and corporate travel managers will have a chance to visit these popular destinations. The pre-show city tours, which have also been announced, display some of the experience-based highlights that TCEB has planned this year, such as the opportunity to take a Thai cooking class. This novel approach, coupled with the chance to see famous landmarks in and around Bangkok, is expected to drive interest in the tours.

Engagement efforts are slated to continue next month at the Preview Reception on 6th July 2012, which will be held at the newly inaugurated Sofitel So, Bangkok. The by-invitation-only preview and networking event will give the attending association buyers, MICE buyers and corporate travel managers, an exclusive glimpse into IT&CMA and CTW 2012.

About IT&CMA and CTW 2012

2 to 4 October | Bangkok, Thailand

IT&CMA and CTW Asia-Pacific is The World’s Only Doublebill Event in MICE and Corporate Travel. This year forward, the event will incorporate Luxury Travel in its ambit. **IT&CMA** is the Asia-Pacific region’s leading international MICE show, offering the largest collection of Asia-Pacific MICE suppliers. IT&CMA brings together MICE suppliers and buyers in a 3-day exhibition showcase coupled with intensive business appointments. Exhibition features include destinations, products, services and solutions relating to meetings, incentives, conventions and events. **CTW Asia-Pacific** is a conference and exhibition on Travel & Entertainment (T&E) management for the Asia-Pacific region. Influencers, planners and decision-makers of Corporate Travel functions in their organisation attend the annual conference to keep themselves abreast of the latest trends and knowledge that enable them to get the most out of their T&E decisions. This 2012 will see the 20th and 15th instalment of IT&CMA and CTW respectively.

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