

## MEDIA RELEASE

IT&CMA and CTW 2012/ 03

**FOR IMMEDIATE RELEASE**

### **Landmark 20<sup>th</sup> IT&CMA and 15<sup>th</sup> CTW Asia-Pacific Begins**

*Pre-business days programme offers education and social networking opportunities to delegates*

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*Bangkok, 1 October 2012* – Pre-event registration begins as delegates arrive at IT&CMA and CTW Asia-Pacific 2012. From today till the 4 October, the registration desk at Bangkok Convention Centre at CentralWorld will receive some 2,579 delegates comprising of exhibitors, buyers, corporate travel managers, conference delegates, media, VIPs and trade visitors, from 57 countries across the globe.

The pre-business days provide delegates with numerous education opportunities, starting with Global Business Travel Association's (GBTA) newly revamped Fundamentals of Business Travel Management™ (FBTM) – Associate Level Course. Previously known as the Corporate Travel Expert (CTE) Designation course, the FBTM course will be facilitated by Mr. Dean Fowles, Principal, Travel & Expenses Management, Global Sourcing Services at Rio Tinto, Singapore and Mr. Hank Roeder, CTE, Vice President, Chapter Relations, GBTA. The course has been revised to a day-long format, yet another change from its earlier 1.5 days duration.

Course content, which has been specially tailored to corporate travel professionals in the Asia-Pacific region, has attracted participation from 14 corporate travel managers from companies such as AAPC Thailand, Amadeus, American Express, BCD Travel APAC, Caterpillar Thailand, Escapades, HPN Global, Huawei Technologies India, Merck, Michelin Siam, MINDEF, Ministry of Defense Singapore, Mplus Consults, Sanofi-Aventis and ST Electronics.

GBTA, a long time IT&CMA and CTW Asia-Pacific partner, has big plans for the course in Asia-Pacific. Mr. Welf Ebeling, Regional Director of GBTA Asia said, "The Associate level course has been very well received this year. We want to bring the Manager level course to Asia as well. This is an intensive six-day course suited for experienced corporate travel professionals. Our Leader level course is still held only in America for now." Speaking about the Associate level course at the event today he said, "This course is meant for all those who are new in the corporate travel industry, as well as for administrative staff, executive secretaries, human resource personnel etc. who take care of travel booking and related roles in their organisations. It has a global outlook, but from the Asia-Pacific needs point of view.

Participant, Ms. Worawalant Wongsuwannasarn, Procurement Manager at Sanofi-Aventis, Thailand said, "Our company has a lot of growth strategies in the pipeline, but we want to understand how they fit in from a global standpoint. We look forward to hearing from other participants and benchmarking our strategies against theirs."

The venue also plays host to the Association Competency Course For Professional Association Executives. Organised by the Australasian Society of Association Executives (AuSAE) and the Canadian Society of Association Executives (CSAE), this 1.5 days course returns to the doublebill event for the fourth consecutive year.

21 association executives from leading companies such as AMTT, Creative Destination Management (CDM), India-Thai Chamber of Commerce, Malaysian-Thai Chamber of Commerce, Montien Hotel Pattaya, N.C.C. Management & Development, Queen Sirikit National Convention Center, SACEOS, Siam University, Thai Exhibition Association, Thailand Incentive and convention Association, Tourism council of Thailand, Plaza Athenee: A Royal Meridien Hotel Bangkok and Thailand Management Association have signed up for the course.

Veteran course facilitator, Mr. Simon Pryor, FSAE, FAIM, Immediate Past President of AuSAE said, "We are very pleased with the turnout this year. It's a large and diverse group, a really great mix of people and organisations. Thailand is a dynamic market with associations looking to establish international links. Well trained staff with the ability to work in teams is absolutely key in this industry, and this course provides the best training."

The course is co-facilitated by Mr. Dave Cybak, Executive Vice President of CSAE Canada. This is the first time Mr. Cybak will be conducting the course at IT&CMA and CTW Asia-Pacific. He said, "I am pleased and heartened to see Asia-Pacific's interest in the course. I would love to see people in the association world understand the need for standardised processes before spending time and money reinventing the wheel; this course provides the necessary tools for them to understand the business processes. The size of the class today is perfect for discussion and exchange of ideas."

The networking highlights of the day include the Friendly Golf Game at new venue, Suwan Golf and Country Club. The day-long game and gathering is a popular networking event and a great way to relax before the start of the business days.

International buyer, corporate travel manager and media delegates had a chance to catch up with peers, while re-acquainting themselves with host city, Bangkok at the pre-show city tours. Organised by Thailand Convention and Exhibition Bureau (TCEB) and Thailand Incentive and Convention Association (TICA), the four tours gave delegates the opportunity to experience Thai culture through the various itineraries. From a cruise down the Chao Phraya and Thonburi canals to the quaint China town, from visits to traditional artist communities to Thai cooking classes, these experiential tours are a wonderful way for delegates to immerse themselves into the culture of Thailand.

## About IT&CMA and CTW Asia-Pacific 2012

### 2 to 4 October | Bangkok, Thailand

IT IT&CMA and CTW Asia-Pacific is The World's Only Doublebill Event in MICE and Corporate Travel. Since 2012, the event has incorporated Luxury Travel in its ambit. Established in 1993, **IT&CMA** is the leading international MICE show centered in Asia, offering the largest collection of Asia-Pacific MICE suppliers. IT&CMA brings together MICE suppliers as well as regional and international 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. Launched in 1998, **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. Both events have been co-locating since 2004, offering its delegates a valuable platform to do business, learn and network. This 2012 will see the 20<sup>th</sup> and 15<sup>th</sup> instalment of IT&CMA and CTW respectively. IT&CMA and CTW Asia-Pacific is organised by TTG Events, a business group of TTG Asia Media.

## Media Contact

### **TTG Events – A Business Group of TTG Asia Media**

TTG Asia Media Pte Ltd

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](http://www.ttgasiamedia.com)

Event URL: [www.itcma.com](http://www.itcma.com) | [www.corporatetravelworld.com](http://www.corporatetravelworld.com)

#### **Stefanie Yap (Ms.)**

Event Executive

Email: [stefanie.yap@ttgasia.com](mailto:stefanie.yap@ttgasia.com)

#### **Sheetal Menezes (Ms.)**

Senior Marketing Executive

Email: [sheetal.menezes@ttgasia.com](mailto:sheetal.menezes@ttgasia.com)

#### **Cheryl Tan (Ms.)**

Corporate Marketing Manager

Email: [cheryl.tan@ttgasia.com](mailto:cheryl.tan@ttgasia.com)