

MEDIA RELEASE

IT&CMA and CTW Asia-Pacific 2014/ 03

Organisers Reveal Best-Ever Early Bird Booth Sign Up For 2014

Singapore, 7 March 2014 – Close to 700 sqm of this year's IT&CMA and CTW Asia-Pacific nett exhibition floor space has already been snapped up to date. Bolstered primarily by the show's best-ever early bird booth sign ups within 3 months after the 2013 event, some 8 CVB/NTO-led destinations have already confirmed their presence there. The list includes first-time exhibitor Ministry of Tourism Cambodia, and returning participants Korea Tourism Organisation (KTO), Macau Government Tourist Office (MGTO), Malaysia Convention & Exhibition Bureau (MyCEB), Tourism Promotions Board Philippines, Sabah Tourism Board, Taiwan Convention & Exhibition Association (TCEA), Thailand Convention & Exhibition Bureau (TCEB) and Tourism New Zealand (TNZ).

KTO's Seo Bong Sik, Director of Incentive & Exhibition attributes their return to the success they experienced at last year's event, he remarks, "IT&CMA and CTW Asia-Pacific 2013 was extremely fruitful. We achieved over 220 leads through our business meetings at the event. I believe part of our accomplishments was due to the effectiveness of the organiser's Pre-Scheduled Appointments (PSA) and Online Diary facilities that allowed us to schedule up to 100% of meetings ahead of the event, as well as the on-site Buyers-Meet-Sellers (BMS) system." Wanting to capitalise on Korea's current popularity as a MICE destination, Seo adds, "We attracted 240% more MICE tourists compared to the year before. Being at IT&CMA and CTW Asia-Pacific this year is important for us to leverage on this momentum."

Quality leads gained at the IT&CMA and CTW Asia-Pacific 2013 that resulted in conversion into real business was the motivating factor for TNZ. Said Mischa Mannix-Opie, Regional Manager, South & South East Asia, "With the excellent results reaped last year, we were able to generate quality business leads and ultimately convert these for New Zealand. Continuing our participation at the show also enables us to expand our relationships with the important corporate and leisure travel trade community in the Asian region."

For Taiwan, the satisfaction of co-exhibitors was a major driving force for their renewed participation at the show. Jason Yeh, Chairman of TCEA remarked, "Our 2013 co-exhibitors responded positively as they met with quality potential buyers who would be placing orders within a year. Also, winning delegates' vote at the event with the Stickiest Marketing & Promotion Award for the most memorable marketing campaign last year enhanced Taiwan's international exposure, especially among the media delegates. These reassuring results encouraged us to return to IT&CMA and CTW Asia-Pacific 2014."

Host country Thailand led by TCEB will continue their presence at the 2014 event, with the largest destination pavilion, "IT&CMA and CTW Asia-Pacific is one of the most significant MICE and Corporate Travel trade events for Thailand. Our industry has garnered international interest because of the show and the event will remain as a key platform for Thailand to reach its target of 987,000 MICE visitors this year. Last year, we received double the number of leads at the event as compared to 2012, indicating that Thailand as a MICE destination will continue to see growth. Showcasing Bangkok and Thailand's MICE cities also present an invaluable opportunity for us to create lasting first-hand experiences for the delegates, and invite them to keep coming back to Thailand – Your Global Events Connection." said Nopparat Maythaveekulchai, President of TCEB.

The success of the 2013 show also resonated with leading corporate exhibitors who are cementing their presence at the event this year. They include Marco Polo Hotels, Minor Hotel Group, Park Hotel Group, Royal Cliff Hotels Group, Sampran Riverside and Swiss Hotels & Resorts.

Pauline Cheung, Group Sales Director of Park Hotel Group, highlighted the importance of IT&CMA and CTW Asia-Pacific for her chain, "This event has been one of our Group's important events in a year to update existing networks on our offerings, showcase our new products as well as to keep up our business relationships with the trade contacts."

According to Darren Ng, Managing Director of TTG Asia Media, this stellar early-bird performance has set a new record for the event, and believes that the show's emphasis on quality has paid off. "The 2013 show was our best IT&CMA and CTW Asia-Pacific to date. We delivered on a high buyer-to-exhibitor ratio, fresh procurement opportunities with new buyers and dynamic and relevant buyer profiles. These early registrations undoubtedly evidence the value of IT&CMA and CTW Asia-Pacific for our exhibitors."

Exhibitors who are interested to register for IT&CMA and CTW Asia-Pacific 2014 can fill in the registration form here: http://eventscrm.ttgasia.com/ttg2014/itcma/seller/itcmaseller_register.asp

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

About IT&CMA and CTW Asia-Pacific 2014

30 September to 2 October | Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

Incentive Travel & Conventions, Meetings Asia (IT&CMA) and Corporate Travel World (CTW) Asia-Pacific is The World'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.

IT&CMA and CTW Asia-Pacific is organised by TTG Events, a business group of TTG Asia Media.

www.itcma.com | www.corporatetravelworld.com

Media Contact

Olivia Ng (Ms.)

Event Executive

Email: olivia.ng@ttgasia.com

Eileen Teo (Ms.)

Marketing Executive

Email: eileen.teo@ttgasia.com

Cheryl Tan (Ms.)

Corporate Marketing Manager

Email: cheryl.tan@ttgasia.com

TTG Events

A Business Group of TTG Asia Media

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

Event URL: www.itcma.com | www.corporatetravelworld.com