

MEDIA RELEASE

IT&CMA and CTW Asia-Pacific 2016/ 03

All Smiles as the 24th Annual IT&CMA and 19th CTW Asia-Pacific Concludes

Bangkok, 29 September 2016 – The three-day IT&CMA and CTW Asia-Pacific concluded today with over 10,000 business appointments on the show floor. Deemed to be one of the best shows yet according to attendees, delegates across the board complimented this year's highlights including the high quality exhibitor showcase, stellar buyer profiles, excellent knowledge opportunities and conducive networking platforms.

First-time exhibitor Monaco Government Tourist Bureau (Asia)'s Benoit Badufle, Regional Director, said, "There has been a lot of energy at the show and the selection of international buyers is amazing. Monaco is happy to stand out as a luxury travel destination and we got to garner valuable contacts and meet buyers we have not met before to propagate the image of Monaco."

Buyer Monika Valleton, Managing Director of ATJ Lingwista from Poland, praised the show's ability to showcase a wide range of suppliers, "Our company caters to both leisure travellers and MICE, specifically incentive groups, and we have been getting more demand for Asia because of the connectivity and ease of access to the region. The show is a big opportunity for us to focus on the region and to get to know the destinations that are potentially interesting for our clients."

The solid education programme's focus and depth, poignant topics and relevant speakers also drew nods from attending delegates. As the industry continues to evolve and attract a demographic of veterans and new-comers to the trade, participants at the conference and knowledge sessions acknowledged that the learning experience evidenced the organiser's pulse on the marketplace.

Corporate Travel Manager Swee McGowan, Executive Assistant to M.D., Mazda Motors of New Zealand Limited, cited, "The topics were very well integrated and balanced, covering various trends like the rise in sharing economies and evergreen discussions such as revenue and system management. Being in the industry for more than 10 years, the conference sessions did well to educate on the current developments and still deliberate on the areas characteristic of the Corporate Travel landscape."

Lisa Knevitt, Corporate Travel & Events Manager, Asia Pacific of Cook Medical Australia elaborated, "The organisation of the event was impressive and a great onsite experience. I walked away with huge insight and new knowledge of the products that could benefit my own corporate travel programme. Not to mention, connecting with peers at the event was exactly what I came here for and walked away extremely satisfied."

The most anticipated event of the last day was the 15th Sticky Awards Ceremony that celebrated the efforts of exhibitors, corporates, buyers and corporate travel managers who stood out amongst participants at the show.

This year, Korea took home 2 of the 12 awards for Stickiest Marketing and Gold for the Stickiest National Booth. Other winners included TCEB for the Stickiest Function in hosting the Opening Ceremony & Welcome Reception, Michael Lee from FREME Travel Services (Stickiest Buyer), Hamish Wang of Apple Inc.

(Stickiest Corporate Travel Manager), Philippines (Stickiest National Booth, Silver), Thailand (Stickiest National Booth, Bronze), Thai Airways (Stickiest Corporate Booth, Gold), Resorts World Sentosa Singapore (Stickiest Corporate Booth, Silver), Centara Grand Hotel Bangkok (Stickiest Corporate Booth, Bronze), and Penang Convention & Exhibition Bureau (Stickiest Social Sharing).

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

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About IT&CMA and CTW Asia-Pacific 2016

27 to 29 September | 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.

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