

MEDIA RELEASE

IT&CM China 2015 / 02



Guangzhou's views taken on-board as organisers ramp up for Corporate Travel World China

Partner Carlson Wagonlit Travel, China joins engagement efforts at a corporate travel roundtable in July

Shanghai, 23 July 2014 – The sixth edition of the IT&CM China & CTW China Corporate Travel Roundtable was held on 23 July 2014 in Guangzhou. In keeping with the series' signature small-group approach, which has proven effective in other Chinese cities, eight corporate travel professionals participated in the roundtable. They represented five major industries of aviation, F&B, engineering, technical services and printing, and came from a mix of multinational, local and state-owned companies. The diversity of perspectives allowed for more effective discussion and debate, and will inform the conference programme of the inaugural Corporate Travel World China (CTW China) next year.

"I came here hoping to learn from the experiences of my industry peers and I'm happy to say that it has been quite rewarding in that respect," said Ms Kiki Pang of SICK China Co. Ltd.

Leading the roundtable was Ms Lynda Yao, Director of Supplier Management for Carlson Wagonlit Travel, China. The travel management company, which has signed on as the co-organiser for CTW China 2015, is actively supporting local engagement efforts.

In her presentation, Ms Yao shared best practices in optimising hotel spend, based largely on the firm's *Travel Management Priorities for 2014* report. She noted that while the concerns of Chinese travel managers are generally aligned with the rest of the world, there are significant differences. Redesigning the travel policy, for example, is ranked as the fifth most important priority globally but comes in at the number two spot in China.

These nuances, specific to the Chinese corporate travel industry, have spurred TTG Events to launch CTW China as a sister show to its established CTW Asia-Pacific. Through the IT&CM China Corporate Travel Roundtable series, TTG Events and Carlson Wagonlit Travel, China are seeking further insights into the local corporate travel scene as they ramp up preparation efforts for CTW China 2015.

The partners are being supported by Frasers Hospitality, which is the venue provider for the roundtable series and a sponsor of CTW China 2015.

"CTW China is the perfect platform for us to reach out and establish our brand as one of the preferred corporate housing solutions in China. The confidence built from CTW Asia-Pacific's ability to attract key decision makers and influencers in travel procurement has been the driving force for us to move on board as a proud sponsor for CTW China 2015," said Ms Joanne Ang, Group Director Sales & Marketing, Frasers Hospitality.

The series will continue making its rounds in China, with upcoming sessions in Beijing (September), Shanghai (November) and Shenzhen (January 2015). The inaugural edition of Corporate Travel World China will be held in conjunction with IT&CM China from 14-16 April 2015.

For more information, log on to www.itcmchina.com | www.corporatetravelworld.com/china

ABOUT IT&CM CHINA & CTW China 2015

IT&CM China & CTW China 2015 will be held from April 14 to 16 at Shanghai Exhibition & Convention Center of International Sourcing. This will be the 9th instalment of the international MICE event that seeks to “Promote China to the World and the World to China”. The 2015 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 the Shanghai Municipal Tourism Administration (**SMTA**), Shanghai Convention & Exhibition Industries Association (**SCEIA**), Association of Corporate Travel Executives (**ACTE**), Australasian Society of Association Executives (**AuSAE**) and Canadian Society of Association Executives (**CSAE**), International Association of Professional Congress Organisers (**IAPCO**), International Congress & Convention Association (**ICCA**), MICE Committee of China Association of Travel Services (CATS), Meeting Professionals International (**MPI**), Outbound Tour Operators Association of India (**OTOAI**), Pacific Asia Travel Association (**PATA**) and Society of Incentive Travel Executives (**Site**) China chapter.

IT&CM China & CTW China is proud to be the anchor event of the Shanghai Business Events Week 2015 for the 5th year running.

More information is available at www.itcmchina.com | www.corporatetravelworld.com/china

IT&CM CHINA EVENT DESCRIPTION

The Leading International MICE Event In China

Since 2007, IT&CM China has established itself as China’s leading international Meetings, Incentives, Conventions and Exhibitions (MICE) business, education and networking event, dedicated to “Promoting China to the World and the World to China”. Bringing together Chinese and International MICE exhibitors and buyers in one dynamic marketplace, IT&CM China is the platform for international and leading Chinese players in the MICE industry to explore business opportunities on all fronts – inbound, outbound and domestic. Delegates to the 3-day event receive the best return on their investment in business, education and networking through structured business appointments, exhibition showcase, seminar sessions, official networking functions and tours. IT&CM China is part of the IT&CM Events series organised by TTG Events, a business group of TTG Asia Media. This event is co-organised by CITS International M.I.C.E – a wholly-owned subsidiary of CITS (China International Travel Service), and MP Shanghai.

CTW CHINA EVENT DESCRIPTION

The Leading Corporate Travel Management Conference For China

Since 2015, CTW China has been the market’s answer to the proliferation of business travel & entertainment (T&E) activities from Chinese-grown companies and multi-national corporations based in China. This market-driven event is thus dedicated to raising the sophistication of Chinese corporate travel professionals who manage the T&E needs for their organisations. By localising best global practices and cultivating a sustainable expert and peer-sharing knowledge support network, CTW China is at the helm of enabling local influencers, planners and decision makers of corporate travel functions to get the most of their T&E decisions. Co-located with IT&CM China, CTW China is part of the CTW Events series.

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