

# MEDIA RELEASE

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## **Beijing travel managers affirm the relevance of inaugural Corporate Travel World China 2015**

A corporate travel roundtable in September reveals alignment between industry needs and conference programme

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*Shanghai, 9 October 2014* – The seventh edition of the IT&CM China & CTW China Corporate Travel Roundtable was held in Beijing on 19 September 2014, attracting 12 travel managers from local, state-owned and multinational companies to register their interest. Hailing from the airline, pharmaceutical, telecommunications, financial services and international trade industries, participants shared a diversity of perspectives during the session.

The series of roundtable discussions, which travels to different Chinese cities every two months since 2013 April, is a platform for TTG Events and partner Carlson Wagonlit Travel, China to engage the marketplace ahead of the inaugural Corporate Travel World China (CTW China) conference in April 2015. It is supported by venue sponsor Frasers Hospitality.

Representing Carlson Wagonlit Travel, China, Ms Ruby Guang, Manager – Program Management (China) shared the results of their 2014 China travel managers' survey with the group. This market-specific research complements the travel management company's global annual survey by involving the opinions of local travel managers.

This resonated with Ms Erin Ji, who manages the travel programme for a private equity firm based in Beijing. She joined the roundtable with the intention of exchanging pointers with her industry counterparts in multinational companies, saying: "I'm keen on learning about global industry trends, how these apply to China and how I can leverage these ideas to advance travel management in my firm. It has been a very rewarding experience."

This clear need for the localisation of industry knowledge affirms the decision of TTG Events, which has organised Corporate Travel World Asia-Pacific for some 17 years that China deserves its own edition. The conference programme will focus on the specific needs of the Chinese market.

Topics like the impact of the legislative and regulatory environment on travel management, redesigning travel policies and optimising the use of travel technology are being planned. At the same time, the conference will also address the key issue of cost savings with a dedicated track that will delve into supplier relationships in the air, ground and hotel segments. Carlson Wagonlit Travel, China also intends to reveal the results of its 2015 China survey during the conference.

The inaugural Corporate Travel World China will be held from 14 – 16 April 2015 in Shanghai. In the lead-up to the conference, TTG Events and Carlson Wagonlit Travel, China will continue its engagement efforts with another corporate travel roundtable in Shanghai this November.

For more information, log on to [www.itcmchina.com](http://www.itcmchina.com) | [www.corporatetravelworld.com/china](http://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 9<sup>th</sup> 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 5<sup>th</sup> year running.

More information is available at [www.itcmchina.com](http://www.itcmchina.com) | [www.corporatetravelworld.com/china](http://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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