

MEDIA RELEASE

IT&CMA and CTW 2010 / 02



FOR IMMEDIATE RELEASE

IT&CMA and CTW 2010 To Welcome Stellar Cohort Of International Delegates

Choice Buyers, Corporate Travel Managers and Association Executives To Attend

BANGKOK, 28 July 2010 – Efforts to attract an international bevy of choice IT&CMA MICE buyers and CTW corporate travel managers, association executives and media have paid off handsomely. More than 900 registrations from interested participants around the world have been received so far. This year's Doublebill MICE and Corporate Travel event is slated to boast one of the most diverse and sought-after target audience profiles which exhibitors and sponsors are looking to meet and network with.

“Our exhibitors tell us that in addition to wooing the MICE sector, corporate travel and association networks are pivotal for business going forward. Thus, our focus this year is to ensure that we deliver more of these delegates to the event.” observes Mr Darren Ng, Managing Director of TTG Asia Media, organizer of IT&CMA and CTW 2010.

IT&CMA and CTW 2010 have always been reputed for its track record to source for and accept only bona-fide delegates to the event. Part of the show's investment includes hosting of buyers and corporate travel managers that possess reputable buying potential. Mr Ng explains, “This year, with the overwhelming number of registrations received, the continued enforcement of our stringent validation measures will serve to heighten the quality of buyers and corporate travel managers attending IT&CMA and CTW.”

In addition to the investment of delivering a diverse profile of quality international buyers and corporate travel managers, the organisers have also enhanced the IT&CMA and CTW 2010 programme. This successfully contributed to attracting procurement managers, planners, influencers and decision makers from some of the world's biggest corporate names across multiple industries including Microsoft, Hewlett Packard, IBM, Symantec, Societe Generale Bank, The Body Shop, Robert Bosch and Mazda. “Delegates are also looking forward to the return of the popular ‘You Say, I Say’ interactive panel discussion that invites audiences to voice their opinions and engage with six dynamic industry experts on some of the community's most pressing issues. This year's keynote presentation on ‘The Future of Delivering and Creating Value In Service’ by Ms Irene Ng will offer fresh perspectives and insights on achieving optimal results in this area.” describes Mr Ooi Peng Ee, General Manager of TTG Asia Media's events and exhibitions division.

This year's programme will also welcome a variety of top association executives from International Congress and Convention Association (ICCA) and the Asian Association of Convention and Visitor Bureaus (AACVB) who are co-locating their meetings in conjunction with IT&CMA and CTW 2010. The specially designed starter accreditation Association Professional Competencies Certification Course (PAE102) offered during CTW 2010 by the Australian Society of Association Executives (AuSAE) and Canadian Society of Association Executives (CSAE), is expected to bring more association executives to the show. CTW's second accreditation programme, the Corporate Travel Expert (CTE) Designation Course by National Business Travel Association (NBTA), is tailored exclusively for Corporate Travel Managers.

The event's strategic partner Thailand Convention and Exhibition Bureau (TCEB) is also intensifying its efforts to promote Thailand as a MICE and Corporate Travel destination through IT&CMA and CTW 2010. Mr. Akapol Sorasuchart, President of Thailand Convention & Exhibition Bureau commented, "To encourage an increased Thai presence at this exhibition, TCEB has funded a total of 57 local travel agents and destination management companies to be at the event. These companies will occupy over 300 sqm of the IT&CMA exhibition hall. This supportive and optimistic response demonstrates Thailand's determination and dedication as the host country of IT&CMA and CTW, in moving towards fulfilling our intention of being the centre of MICE development for the Asia Pacific."

Registrations for all hosting programmes including buyer, corporate travel manager and media will close on 13 August 2010. Trade visitors who are interested to attend may register online at www.itcma.com

About IT&CMA and CTW 2010

Asia's only doublebill event in MICE and Corporate Travel will be held from 5 to 7 October 2010 at Bangkok Convention Center, CentralWorld, Bangkok. *Incentive Travel & Conventions, Meetings Asia (IT&CMA)* will bring together MICE suppliers and buyers in a 3-day exhibition showcase coupled with intensive business appointments. Exhibition features include products, services and solutions relating to meetings, incentives, conventions and events. The *Corporate Travel World (CTW) Asia Pacific* is a conference driven by Corporate Travel & Entertainment (T&E) content. 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 can enable them to get the most out of their (T&E) decisions. Sessions are led by prolific industry veterans. This 2010 will see the 18th and 13th instalment of IT&CMA and CTW respectively.

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