

MEDIA RELEASE

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MICE and Corporate Travel Organisations Announce New Initiatives At IT&CMA and CTW Event

Bangkok, 6 October 2010 – MICE and Corporate Travel organisations participating at IT&CMA and CTW Asia-Pacific 2010 are leveraging on this international platform to announce new initiatives.

At the opening session of ITCMA & CTW 2010 yesterday, Mr Hank Roeder, Vice-President, Chapter Relations for US-based National Business Travel Association (NBTA) announced that it is changing its name to Global Travel Business Travel Association (GBT). It is stepping up its globalization efforts with the recent appointment of Mr Mark Rizzuto as Managing Director for Asia-Pacific. Mr Rizzuto, joining us at the event, indicated that the development of a strong business plan for NBTA's presence in Asia is in the works and he expects that the opening of a new office in the region next year would help NBTA to achieve its global objectives.

Mr Akapol Sorasuchart, President, Thailand Exhibition and Convention Bureau (TCEB) announced at the ITCMA & CTW 2010 press conference yesterday that TCEB has recently completed a White Paper highlighting plans to promote lesser-known destinations around the country such as those in the north-eastern region. TCEB will work with local authorities to support their marketing of such venues to local MNCs. Another key recommendation in the White Paper is the creation of a bidding fund that organisations can tap into in order for Thailand to bid for bigger events. TCEB will be presenting these recommendations to the government.

Meanwhile, Bangkok-based tour operator, Asia World Enterprise (AWE) has launched a dedicated MICE division, Asia World Destination Management (AWDM) at IT&CMA and CTW 2010. Mr Max Juntasuwan, Director of AWDM said: "Eighty-five percent of the sales volume from the UK, Germany, Russia and Asia-Pacific were for Thailand, demand for other South-east Asian destinations, particularly Indonesia (Bali) and Vietnam, was coming up strong. Thailand would nevertheless continue to be the focus of AWDM at 70% to 80% of business." AWDM's demand for Thailand leverages on the influx of IT&CMA and CTW delegates into the country. The new division expects to handle some 15 groups comprising of 24 to 250 delegates this month and next.

Destination bureau, Seoul Tourism Organization, will present a "new face" later this evening at an official IT&CMA and CTW hosted dinner for buyers, corporate travel managers, media and invited guests. This year's theme *Seoul on the Move: Sounds and Flavor*, is aimed at showcasing a more upbeat, trendy and chic destination. The dinner's entertainment line-up includes Korean celebrity entertainers Expressions Crew (World famous b-boy group) and Marionette (internationally acclaimed mime performance). Delegates will also enjoy Korea's popular barbecue favourites and street food from Seoul's nightlife districts. Seoul Tourism Organization believes that this image will reinforce Seoul's reputation as an exciting MICE destination.

IT&CMA business appointments for exhibitors, buyers and corporate travel managers and CTW conference sessions for conference delegates are in full swing today.

Key events today include:

- Media Briefings by Airports of Thailand (AOT), Egyptian Tourism Office, Thailand Convention and Exhibition Bureau (TCEB), Taiwan Convention and Exhibition Association (TCEA) and The Asian Association of Convention and Visitor Bureaus (AACVB)
- IT&CMA Morning Seminars 1A and 1B
- IT&CMA Exhibition and Business Appointment sessions
- CTW Business Appointments
- CTW Conference: Breakout Session, Industry Presentation and General Session
- “Believe in Thailand” TCEB Executive Luncheon
- Hosted Dinner By Seoul Tourism Organization
- Late-night Function hosted by TTG Asia and Shangri-La Hotel Bangkok

Tomorrow’s Highlights

- Media Briefings by National Business Travel Association (NBTA) and Indonesia Tourism Board
- IT&CMA Morning Seminars 2A and 2B
- IT&CMA Exhibition and Business Appointment sessions
- CTW Business Appointments
- CTW Conference: Breakout and Closing Session
- 9th Sticky Awards Lunch
- 21st TTG Travel Awards

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