

MEDIA RELEASE

IT&CMA and CTW 2010 / 06



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IT&CMA and CTW 2010 Delivers Quality Buyers, Travel Managers and a Wider Selection of MICE Sellers

More than 13,000 business appointments concluded over 2 days

Bangkok, 7 October 2010 – More than 13,000 IT&CMA business appointments for exhibitors, buyers and corporate travel managers took place on the 6 and 7 October at Asia's Only Doublebill MICE and Corporate Travel Event.

50% of buyers and corporate travel managers are new to the show this year. New buyer and corporate travel manager markets include Egypt, Finland, Japan, Luxembourg, Mexico, Portugal, Slovenia, Sri Lanka and Ukraine.

The event witnessed an increase of 20% booth take up. Country and city pavilions such as Singapore, Korea, Seoul, Brunei and Indonesia boasted increased exhibitor participation. Thailand clusters occupied a total of 399sqm – the largest in this year's show. Thai MICE cities that also have a larger presence at this year's event include Chiang Mai and Pattaya.

Media delegate Mr Joachim Fischer, Editor-in-Chief of Tourism Insider, Germany, commented, "Sentiment on the exhibition floor is more positive than last year, with greater opportunities for sealing business deals. The quantity and profile of potential buyers is one of the show's strengths."

Ms Ma. Nedalin L. Miranda, Senior Convention Services Officer of the Philippines Department of Tourism, mirrors this observation, "The majority of buyers that we met look like potential clients."

Repeat buyer Mr Vineet Gopal, Director of Engee Holidays, India, remarked "Like always, the choice of exhibitors is very good and offers excellent opportunity for networking and to do serious business."

Corporate travel managers like Mr Michael Beck, Global Travel Management of Bosch Germany enjoys the duo-nature of the programme that balances objectives of education as well as procurement at the exhibition. "Conference topics this year are relevant and beneficial. On the sourcing end, there are a lot of hotel varieties to choose from. It would be nice to see more Airline companies next year." Mr Beck and his team of 9 from across Asia-Pacific are returning to the show for a second time this year.

The last day of the event also features two awards presentation.

The 9th Sticky Awards recognises participants who have made the strongest impression during the event. Among the 13 Awards presented, categories include the Stickiest Function, the Stickiest Promotion, the Stickiest Buyer, the Stickiest National Pavilion (Bronze, Silver and Gold) and the Stickiest Green Booth. All awards will be presented at the Sticky Awards Lunch today.

Partner event, The 21st TTG Travel Awards will be held later this evening in conjunction with IT&CMA and CTW 2010. The event honours the best travel and tourism organisations in the Asia-Pacific. Please refer to separate press release for details.

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