

# MEDIA RELEASE

IT&CMA and CTW 2011/ 01



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## **Successful IT&CMA and CTW 2010 Earns Strong Participation Commitment For 2011 Event**

*IT&CMA and CTW 2011 Will Celebrate Its 10<sup>th</sup> Year In Thailand*

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*Bangkok, 22 December 2010* – Leading International MICE bureaus and suppliers from all parts of the world have firmed their commitment to exhibit at IT&CMA and CTW 2011 in October next year.

This powerful vote of confidence comes as a result of a successful 2010 event that featured some 13,000 business appointments which took place between 304 Exhibiting companies and 483 MICE Buyers and Corporate Travel Managers over the 3 day event. “This figure does not include the other business leads and opportunities that our delegates realised during the many official networking functions” added Mr Darren Ng, Managing Director of event organiser, TTG Asia Media.

MICE organisations already on board for the 2011 event include returning exhibitors Brunei Tourism Development Department, Dusit International, Egyptian Tourism Office, Hawaii Visitors and Convention Bureau, Ministry of Culture & Tourism Republic of Indonesia, Laguna Phuket, Malaysia Convention and Exhibition Bureau, Seoul Tourism Board, Silversea Cruises and Thailand Convention and Exhibition Bureau (TCEB). Hard Rock Hotels and Starwood Hotels and Resorts will be participating at IT&CMA and CTW 2011 for the first-time, with the latter coming in with a prominent 54sqm space.

Exhibitors who return to IT&CMA and CTW year after year cite reasons that include, the event being a good source of leads and exposure as well as the high quality and quantity of attending international buyers. Ms Christine Kim of JW Marriott Seoul said of the 2010 event, “I was able to extend our contacts from all over the world. I am also satisfied with the opportunity to promote our properties.” According to post-event feedback, more than 90% of exhibitors were optimistic on receiving orders over the next 6 to 12 months. Over half of these exhibitors expect their orders to range from US\$ 250,000 to above US\$ 500,000.

95% of buyers and corporate travel managers have also affirmed their satisfaction with the show by indicating their interest to participate in the 2011 event. International Buyer Mr Jacob Abraham Van Hal of S.T. Tours (1996) European Branch was pleased that his schedule was “packed with full appointments on both days” while Corporate Travel Manager Ms Leah Villarta of Robert Bosch Inc commented that “... the event has surpassed my expectations! I've renewed contacts & it's really a perfect way for networking & learning the latest industry trends & news.”

IT&CMA and CTW will celebrate its 10th year in Thailand next year in 2011. Event organizers along with destination partner TCEB will be pulling out all stops to commemorate this milestone. Mr Akapol Sorasuchart, President of TCEB said, “We are confident that Thailand will continue to appeal as a MICE and tourist destination. Bangkok will always be a dynamic and exciting MICE city with new facilities to use and activities to do. The other cities in Thailand are also continuously developing and improving MICE facilities and bettering access to cultural, historical and entertainment attractions. IT&CMA and CTW is our long standing partner in our efforts to promote Thailand as a MICE destination and we will continue to support this partnership into 2011. Delegates to IT&CMA and CTW 2011 can expect to experience more of Thailand’s hospitality and enjoy all the diverse features that we have to offer.”

## About IT&CMA and CTW 2011

Asia's Only Doublebill Event in MICE and Corporate will be held from 4 to 6 October 2011 at Bangkok Convention Center, CentralWorld, Bangkok. Incentive Travel & Conventions, Meetings Asia (IT&CMA) will bring together MICE suppliers and buyers in an 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 2011 will see the 19<sup>th</sup> and 14<sup>th</sup> instalment of IT&CMA and CTW respectively.

## Media Contact

Cheryl Tan (Ms.)

Marketing Manager

Email: [cheryl.tan@ttgasia.com](mailto:cheryl.tan@ttgasia.com)

Sheetal Menezes (Ms.)

Senior Marketing Executive

Email: [sheetal.menezes@ttgasia.com](mailto:sheetal.menezes@ttgasia.com)

TTG Asia Media Pte Ltd

1 Science Park Road, #04-07, The Capricorn

Singapore Science Park II, Singapore 117528

Tel: (65) 6395 7575

Fax: (65) 6536 0896

Website: [www.ttgasiamedia.com](http://www.ttgasiamedia.com)

Event URL: [www.itcma.com](http://www.itcma.com) | [www.corporatetravelworld.com](http://www.corporatetravelworld.com)