

# MEDIA RELEASE

IT&CMA and CTW 2011/ 02



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## **Larger Participation of Association Buyers and Corporate Travel Managers Expected at IT&CMA and CTW 2011**

*Industry engagement and enhanced programme credited for surge in registrations*

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*Bangkok, 31 May 2011* – Commitment to grow the event’s delegation of Corporate Travel Managers have paid off with **over 100 professionals registered till date**. This includes first-time participants across a variety of industry sectors from Germany, Italy and China.

The **growing list of participating delegates include Corporate Travel buyers, influencers and decision makers from close to 50 corporations** such as Accenture Service Pvt. Ltd, Agilent Technologies, Coach Shanghai Ltd, Corrs Chambers Westgarth, Cummins Power Generation(s) Pte Ltd, Deakin University, Emerson, Fidelity Business Services India Pvt Ltd, General Electric Int. Inc, HRG Sita (India) Pvt Ltd, Mazda Motors of New Zealand Ltd, Mercedes Benz, Sephora Cosmetics China, Standard Chartered Bank, Symantec Asia Pacific Pte Ltd and Australia, Tata Capital Limited and United Nations Children’s Fund (UNICEF).

Results have been credited to **engagement efforts that earn the support of these Corporate Travel Managers**. In early March, the first-ever Advisory Planning Committee for Corporate Travel World (CTW) was launched in Singapore, with the objective of driving CTW’s programme content and building the network of international Travel Managers. The committee comprises of influential travel managers from the Banking, IT, Entertainment and Governmental sectors.

“CTW 2011’s programme has been crafted to the needs and objectives of today’s Corporate Travel Managers. We want to continue establishing CTW as an industry-driven conference that the community wants to attend on an annual basis.” explained Darren Ng, Managing Director of TTG Asia Media – Organiser of IT&CMA and CTW.

**Efforts to attract Association Buyers have also been ramped up this year.** This includes a multitude of activities conducted by associations such as Australian Society of Association Executives (AuSAE), Canadian Society of Association Executives (CSAE), International Congress and Convention Association (ICCA) and The Asian Association of Convention and Visitor Bureaus (AACVB). The IT&CMA MICE Exhibition this year will offer a huge array of convention venues, hotels, destination management companies (DMCs) and convention bureaus that will be of interest to Association Buyers who are looking to organise Association Meetings & Congresses. Many of the networking functions offered at IT&CMA and CTW 2011 also welcome the attendance of these Association Buyers.

**Industry engagement efforts will continue at the Preview Reception on 29 July 2011 at the newly inaugurated St. Regis Hotel in Bangkok.** The exclusive preview and networking event will bring together local Association Buyers, MICE buyers and Corporate Travel Managers.

Registration for MICE buyers are also in line with expectations. More than 450 MICE buyers have already registered till date. 50% of them are new registrants representing 6 new countries: Bangladesh, Cambodia, Denmark, Latvia, Lebanon and Turkey.

On the IT&CMA exhibition front, more than 75% of the exhibition space has been sold. New comers include Starwood Hotels & Resorts, Hyderabad International Convention Centre, HPL Hotels & Resorts, Cox and Kings India, Park Hotel Group, Diners Club HK, Caravelle Hotel, Furama Resorts, UVI Holidays India, Wuzhen Tourism and Mission Hill China.

IT&CMA and CTW 2011 have drawn the attention of Media from around the world. Media registration have crossed the 100 mark, re-affirming this IT&CMA and CTW as the perfect platform for MICE exhibitors to gain international exposure.

### 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 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 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.)**

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

**Sheetal Menezes (Ms.)**

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

**Marie Lee (Ms.)**

Event Executive  
Email: [marie.lee@ttgasia.com](mailto:marie.lee@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)