

MEDIA RELEASE

IT&CMA and CTW 2012/ 01

FOR IMMEDIATE RELEASE

Successful 2011 Event Generates Strong Commitment For 20th IT&CMA and 15th CTW in 2012

Registrations indicate stellar outlook for next year's milestone event incorporating luxury travel

Bangkok, 18 November 2011 – Riding high on the success of IT&CMA and CTW 2011, MICE and corporate travel buyers and exhibitors are enthusiastic about participating at the 2012 event.

This successful 2011 event was the largest in the event's history. Held over two days across 5,800 sqm of exhibition space, it featured some 16,500 business appointments between a record number of 335 Exhibiting Companies and 491 MICE Buyers and Corporate Travel Managers.

50% of all Buyers were new participants at the event. International buyer Ms. Maria Magdalena Mrowinska of Indreams, Poland remarked, "This event provided many networking opportunities. I am very satisfied with my business meetings and contacts established." Corporate Travel Manager Ms. Swee McGowan of Mazda Motors, New Zealand echoed this sentiment, "It was a great opportunity to see so many new exhibitors/ suppliers come on board. This year's seminar topics were incredibly valuable as well."

More than 90% of exhibitors reported that they expect to receive orders ranging from US\$250,000 to above US\$500,000 in the next 6-12 months, thus underlining IT&CMA and CTW's reputation as an effective platform for business and leading to early registrations for IT&CMA and CTW 2012.

Remarked Mr. Darren Ng, Managing Director of TTG Asia Media, "It comes as no surprise that more than 90% of our exhibitors have pledged to return to the event next year. The 2012 event will be even more exceptional as it capitalizes on the luxury travel market for the very first time."

Amongst the exhibitors who have signed up for IT&CMA and CTW 2012 is the Taiwan Convention and Exhibition Bureau. Ms. Stacy Tsai, Project Manager at the organisation said, "Our appointments at the 2011 event were great. The amount of international media exposure we have had was also amazing!"

Other exhibitors already on board for the 2012 event include: Brunei Tourism, Carlson Hotels Asia Pacific Pte Ltd, Department of Tourism – Philippines, Egyptian Tourism Office, Excellent Tours and Travel, HPL Hotels & Resorts, Korea Tourism Organisation, Laguna Phuket, Malaysia Convention & Exhibition Bureau, Melia Hotels International, Pattaya MICE City, Phohara Co. Ltd, Sabah Tourism Board, Silversea Cruises, Thailand Convention & Exhibition Bureau and Wyndham Hotels.

2012 marks the 20th anniversary of IT&CMA and the 15th anniversary of CTW Asia-Pacific. Over the past two decades the event's impressive growth has mirrored that of the MICE industry. Industry professionals from around the world eagerly await the celebrations of this milestone. Additionally, the excitement around IT&CMA and CTW 2012 is in no small part due to the newly added luxury travel component of the show. This strategic move to expand the event to include luxury travel will give Buyers and Corporate Travel Managers the opportunity to concurrently source for products and services to meet the demands of their

up-market clientele. Likewise, exhibitors with luxury offerings can now capitalize on the enhanced showcase and buying potential at the event.

About IT&CMA and CTW 2012

2 to 4 October | Bangkok, Thailand

IT&CMA and CTW Asia-Pacific is The World's Only Doublebill Event in MICE and Corporate Travel. This year forward, the event will incorporate Luxury Travel in its ambit. **IT&CMA** is the Asia-Pacific region's leading international MICE show, offering the largest collection of Asia-Pacific MICE suppliers. IT&CMA brings together MICE suppliers and buyers in a 3-day exhibition showcase coupled with intensive business appointments. Exhibition features include destinations, products, services and solutions relating to meetings, incentives, conventions and events. **CTW Asia-Pacific** is a conference and exhibition on Travel & Entertainment (T&E) management for the Asia-Pacific region. 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 enable them to get the most out of their T&E decisions. This 2012 will see the 20th and 15th instalment of IT&CMA and CTW respectively.

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