

## MEDIA RELEASE

IT&CMA and CTW 2012/ 04

**FOR IMMEDIATE RELEASE**

### **Keynote Session by ICCA's Mr. Martin Winter Delivers Exceptional Value To Attending Delegates** *Appointment Scheduling Sessions Set the Tone for Business Days at 20<sup>th</sup> IT&CMA and 15<sup>th</sup> CTW Asia-Pacific*

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*Bangkok, 2 October 2012* – The IT&CMA and CTW Asia-Pacific 2012 keynote address, “Opportunities for Asia: Innovation Fuelling Growth Across the Region” delivered by ICCA Asia Pacific Chairman Mr. Martin Winter was extremely well received by the huge turnout of event delegates.

An industry stalwart, Mr. Winter started his career in the travel industry in 1972 and has held senior positions in top companies across the world. In addition to his current position at ICCA, Mr. Winter is also the CEO of Gold Coast Tourism (GCT), Australia, the Chairman of Regional Tourism Queensland and is on the board of the Australian Association of Convention Bureaux.

Prior to the keynote address, delegates attended the opening remarks by Mr. Darren Ng, Managing Director of TTG Asia Media and Mr. Welf Ebeling, Regional Director of Global Business Travel Association (GBTA) Asia. Pleased with the quality of speakers, Mr. Darren Ng said, “We are delighted with the caliber of professionals delivering the speeches this year. Our keynote speaker, Mr. Winter is a respected industry personality. The IT&CMA seminars and CTW Asia-Pacific conferences will also be conducted by eminent professionals from the MICE and corporate travel industry.”

#### **Official Press Conference**

Mr. Ng addressed the International and Thai media at the Official Press Conference today. He was joined by Ms. Vichaya Soonthornsaratoon, Acting Director of Meetings Industry Department of Thailand Convention and Exhibition Bureau (TCEB) and Mr. Pandit Chanapai, Executive Vice President – Commercial of Thai Airways International. The press conference was well attended by over 100 media representatives of top MICE and corporate travel publications from around the world. Delegates at the event will be able to schedule appointments with attending media via the Delegates-Meet-Media system.

The press conference also revealed the event's first smartphone application powered by technology provider, Crowdcomms. The app gives delegates the latest programme highlights and up to date information about every aspect of the event. Another new feature creating a buzz is the Global Networking Zone, a combination of previous years' delegate-specific, separate networking spaces.

#### **Sellers-Meet-Buyers (SMB) and Buyers-Meet-Sellers (BMS) Appointment Scheduling Session**

Today the Sellers-Meet-Buyers (SMB) and Buyers-Meet-Sellers (BMS) Appointment Scheduling Sessions were held at World Ballroom at Bangkok Convention Centre at CentralWorld where representatives of the 325 exhibiting companies met with the attending buyers. This year 87 new corporates join the exhibitor line up, amounting to an

impressive 29% of total exhibiting companies. The hosted buyer programme with its stringent validation measures has yielded 359 top notch buyers from across 52 countries. A whopping 63% of buyers are new to the show, including those from first time participant countries, Austria, Mexico and Peru.

This year Dubai national pavilion is exhibiting at the event for the first time. Mr. Justin Jacob, Managing Director of Connect World, with offices in Dubai, Mumbai, London and Moscow said, "This is a great platform to connect with buyers from Thailand and across Asia and I am extremely happy with my day. After my pre-event appointment scheduling, I had only three slots left which were snapped up at the SMB session. The quality of buyers I have met is fantastic!"

Looking to attract the new luxury buyer contingent at the show is Phothara Co. Ltd, Thailand. CEO, Mr. Lars Lodal said, "We are looking forward to meeting quality luxury buyers at the event who will definitely appreciate our product offering. Phothalai Convention & Event Center is a 6-star MICE focused venue that will give meetings and incentive buyers sprawling meeting spaces, incomparable breakout areas, modern amenities, a golf course and world class spa, all this in the heart of Bangkok"

#### **Networking Session for Exhibitors and Corporate Travel Managers**

In addition, the show welcomes 138 Corporate Travel Managers from 15 countries. This year the event has introduced the Networking Session for Exhibitors and Corporate Travel Managers. This 1.5 hours session aims to facilitate interaction between, and create additional business opportunities for these groups.

#### **Other highlights of the day include:**

- **The ICCA Association Database Workshop**  
An exclusive training for ICCA members only, this workshop covers ICCA on-line tools in a bid to encourage ICCA Asia-Pacific members to use these tools to better search for and manage potential business. This presents a great opportunity for members to recover/start a fresh, strong database.
- **The IMEX – MPI – MCI – IT&CMA Future Leaders Form 2012 (FLF)**  
This year marks the 11<sup>th</sup> year that FLF is organised in conjunction with IT&CMA. Every year, 80 to 100 students from universities in Thailand participate at this 1.5 days workshop which includes a visit to the IT&CMA exhibition hall. The course grooms these future leaders of the MICE industry by equipping them with a strong knowledge foundation.
- **11<sup>th</sup> GBTA GTMEF (Global Travel Management Exchange Forum)**  
This forum, for Corporate Travel Managers only, returned to IT&CMA for the 11<sup>th</sup> year. The course was conducted by experienced course facilitators, Mr. Joe Bates, Vice President of Research at GBTA Foundation, US, and Mr. Hank Roeder, CTE, Vice President of Chapter Relations at GBTA.

The evening's Opening Ceremony and Welcome Cocktails at the newly opened CentralWorld LIVE proved to be a musical and cultural celebration of the landmark 20<sup>th</sup> IT&CMA and 15<sup>th</sup> CTW Asia-Pacific. The evening is themed 'Weaving Asia,' as a reference to Thailand's role as a platform for bringing together, or weaving, business relationships across region. The ceremony featured a fashion show showcasing Thai designers and a performance by leading Thai R&B singer, Ms. Lydia Saranrach Wisuthithada.

The ceremony officially declares the start of the business days at The World's Only Doublebill Event In MICE and Corporate Travel.

## 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. Since 2012, the event has incorporated Luxury Travel in its ambit. Established in 1993, **IT&CMA** is the leading international MICE show centered in Asia, offering the largest collection of Asia-Pacific MICE suppliers. IT&CMA brings together MICE suppliers as well as regional and international 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. Launched in 1998, **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. Both events have been co-locating since 2004, offering its delegates a valuable platform to do business, learn and network. This 2012 will see the 20<sup>th</sup> and 15<sup>th</sup> instalment of IT&CMA and CTW respectively. IT&CMA and CTW Asia-Pacific is organised by TTG Events, a business group of TTG Asia Media.

## Media Contact

### TTG Events – A Business Group of TTG Asia Media

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)

#### Stefanie Yap (Ms.)

Event Executive

Email: [stefanie.yap@ttgasia.com](mailto:stefanie.yap@ttgasia.com)

#### Sheetal Menezes (Ms.)

Senior Marketing Executive

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

#### Cheryl Tan (Ms.)

Corporate Marketing Manager

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