

## MEDIA RELEASE

IT&CMA and CTW 2012/ 05

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### **Positive Business Outlook for Delegates at IT&CMA and CTW Asia Pacific 2012**

*Increased Learning Opportunities as Seminars and Conference Begin*

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*Bangkok, 3 October 2012* – IT&CMA and CTW Asia-Pacific 2012 delegates had a power packed day at Bangkok Convention Centre as business appointments commenced. Buyers from around the world flooded the exhibition hall to meet with exhibiting companies from across Asia-Pacific. The registration desk also saw a steady stream of Trade Visitors registering for the show, minutes after the registration opened. With choc-a-bloc appointment schedule sheets, delegates are happy with the quantity and quality of their appointments.

“Very serious buyers, I’m really excited about this show!” and “...my schedule is so full, I have no time to think; Just the way I like it” are some of what the delighted exhibitors are saying at the exhibition floor.

Buyers at the event are similarly pleased with companies exhibiting this year. Said buyer Ms. Hema Chhabria, Proprietor of In-Time Travel, India said, “We are getting into the MICE space, handling small groups of high-end clients and offering customised service solutions to meet their needs. IT&CMA and CTW Asia-Pacific offers us a great platform to source for destinations and services that fit the bill.”

Mr. Ben Gosman, President of Free Style Incentives, Netherlands said, “This is my fifth time at the event. This is a good show for me and a great platform to meet up with industry friends and suppliers. The show is always well organised.”

#### **IT&CMA Seminars and CTW Asia-Pacific Conference**

The education component of the event also goes into full steam as the IT&CMA and CTW Asia-Pacific seminars and conference commenced. These sessions are scheduled in a way that allows delegates to attend them without it interfering with their business appointments.

Seminar Session 1, ‘The Relevance of Associations for the Meetings Industry,’ kicked off the IT&CMA learning sessions. With the strengthening role of associations in Asia-Pacific, this well timed seminar covered the importance of standardisation in the association industry across the world.

The CTW Asia-Pacific conference also began today with the simultaneously held sessions, ‘Where the Airline Challenges and Opportunities Are’ and ‘Strategic Meetings Management Programme (SMPP): A Global Case Study on Cisco Systems.’ The day also featured two sessions covering Travel Management Companies (TMCs) and hotels respectively, titled, ‘Sound TMC Solutions for MNCs in China’ and ‘Can Your Hotel Programme Be in Better Shape.’

CTW Asia-Pacific this year has a revised format. With focus on creating value and providing more comprehensive content, these sessions, previously an hour long, are now 1.5 hours in duration. Today’s sessions were conducted by 12 leading professionals from the industry.

## Media Briefings

Thai and international media heard from leading organisations such as Global Business Travel Association (GBTA), Thailand Convention and Exhibition Bureau (TCEB), Airports of Thailand (AOT), Asian Association of Convention and Visitors Bureau (AACVB), Egyptian Tourism Office and InterContinental Hotels Group (IHG) today. During these exclusive half hour sessions, these NTOs and Corporates shared information on their upcoming MICE and corporate travel projects.

## Networking Highlights:

- **Luncheon by Presenting Destination Hong Kong – Asia's World City**  
Buyers, corporate travel managers and media attended the luncheon hosted by Meetings and Exhibitions Hong Kong (MEHK) and TTG Events. Open to hosted delegates and invitees only, the luncheon was a hit amongst delegates who were able to network during the lunch hour.
- **IT&CMA and CTW Asia-Pacific Jubilee Dinner – The Best of Two Worlds**  
Hosted delegates were treated to a Malaysian feast featuring authentic Penang cuisine, courtesy of the evening's hosts, Penang Global Tourism and TTG Events.
- **Late Night Function: Heavenly Bangkok**  
Jointly hosted by TTG Travel Trade Publishing and The Westin Grande Sukhumvit Bangkok, the late night function will allow event delegates to wind down and party the night away at Altitude@The Westin Grande Sukhumvit.

## About IT&CMA and CTW Asia-Pacific 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.

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