

MEDIA RELEASE

IT&CMA 2015/ 02

New European and Middle Eastern Exhibitors Debut At IT&CMA 2015

Over 90% Returning Destinations Cited The Effectiveness Of Business Generation As Motivation For Return

Singapore, 30 June 2015 – Berlin Tourismus & Kongress GmbH and Dubai Business Events have taken their first foray into the Asia-Pacific MICE market with their participation at IT&CMA 2015, the leading MICE event centered in Asia-Pacific.

Ralf Ostendorf, Director Market Management of Berlin Tourismus & Kongress GmbH explained the motivation behind exhibiting at IT&CMA 2015 for the first time, “Our first experience with IT&CM Events was at IT&CM China earlier in Shanghai this year, and it proved to be a successful show for us. We are looking forward to the same success at IT&CMA 2015, as we see a lot of potential for Berlin as a MICE destination in Asia.”

He continued, “visitBerlin has intensified marketing activities in Asia for the past years to develop new incoming markets for tourism to Berlin. The city is not just a leading tourism destination, but is also one of the leading destinations worldwide in the MICE business. We believe that IT&CMA is a well-positioned platform for us to learn more about the MICE industry in Asia-Pacific and nurture our popularity in the region.”

Dubai Business Events’ Senior Manager – Sales and Convention Services, Karina Lance, concurred with the value of IT&CMA, “The Asia-Pacific market represents 30% on the generated MICE leads for Dubai. This is a growing market, benefitting from the growing economics that various Asian countries have been experiencing. Exhibiting at IT&CMA enables us to engage with buyers, especially those from Asia, through the online appointment system and dedicated targeted events.”

IT&CMA 2015 will also feature 6 new Swiss entities participating for the first time. They include Arosa Kulm, Destination Davos Klosters, Geneva Tourism & Convention, Lausanne, Montreux Riviera – Lake Geneva, Lucerne Convention Bureau and Zurich Tourism. Organisers also reported over 90% of returning destinations – an indicator of consistent value that the event delivers. Ooi Peng Ee, General Manager of TTG Events remarked, “We are constantly moulding the show’s format and delegate profile to represent the needs of the marketplace. The participation of both new and returning exhibitors is a testimony of IT&CMA’s track record to reach and deliver valuable segments that they desire. It speaks volumes of the reputation IT&CMA has achieved as the leading MICE event in the Asia-Pacific region.”

Returning exhibitor Wilawan Brenig, Director of Sales of Swissotel Nai Lert Park Bangkok revealed their motivation to continue their presence at the show. “IT&CMA allows us to build brand awareness and exposure for our hotel with the purpose of generating new leads and business from the one-to-one appointments we have with buyers. The structured networking sessions also enable intimate interaction with these buyers, in addition to our business appointments.”

Long-time exhibitor Ms. Ping, Ho, General Manager – Business Events of Malaysia Convention & Exhibition Bureau cited IT&CMA’s reputation as the leading MICE trade show in the Asia Pacific region as their main

motivation to return. “MyCEB’s participation for the last five years in this show is a testament of the show’s quality. It provides one of the best platforms to obtain good business leads and to maintain continuous relationships between buyers and sellers. The early registration of our Malaysia co-exhibitors every year demonstrates the importance of this event and validates the value of their participation and what the show can bring to them.”

IT&CMA 2015 will be held from 29 September to 1 October 2015 at the Bangkok Convention Centre at CentralWorld. It is co-located with the CTW Asia-Pacific – The Leading Corporate Travel Management Conference For the Asia-Pacific. For more information, log on to www.itcma.com

About IT&CMA 2015

29 September to 1 October | Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

Established in 1993, IT&CMA is at the forefront of fostering MICE growth opportunities for the Asia-Pacific and beyond. Its multi-faceted programme engages regional and international industry suppliers and buyers in the realms of business, education and networking. IT&CMA also features dedicated platforms designed around the interests of valuable MICE niche segments, enabling the event to consistently deliver a delegate profile that is both relevant and dynamic. IT&CMA remains uniquely positioned as the only global event with the largest exhibition showcase of Asia-Pacific MICE suppliers. The show has been incorporating Luxury Travel since 2012, and is part of the IT&CM Events series.

Co-located with CTW Asia-Pacific, IT&CMA is part of the IT&CM Events series organised by TTG Events, a business group of TTG Asia Media. IT&CMA and CTW Asia-Pacific is The World’s Only Doublebill Event in MICE and Corporate Travel. Both events have been co-locating since 2004, offering its delegates an unparalleled platform to do business, learn and network.

www.itcma.com

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