

## MEDIA RELEASE

IT&CM Events 2016 / 01

### **100 Targeted Buyers Seen At Kaohsiung Roadshow Organised By IT&CM Events**

---

*Singapore, 31 May 2016* – Kaohsiung City Government Economic Development Bureau’s recent campaign to promote Kaohsiung as a MICE destination to the Singapore market saw 100 targeted buyers attend the event. All of whom were identified by IT&CM Events as having a strong interest in considering Taiwan as a potential host of their upcoming meetings, incentives, conferences or events.

The decision for Kaohsiung City Government to collaborate with IT&CM Events on this promotional endeavour was bolstered by 3 prior successful roadshow experiences that evidenced IT&CM Events’ strength and credibility in reaching relevant buyers.

Said Lily Su, Director of the Kaohsiung MICE Promotion Program, “The excellent outcome of today’s roadshow comes expectedly as we are confident of IT&CM Events’ ability to deliver on the buyers and networking programme that we need.”

The half-day roadshow programme included an introduction to the Kaohsiung MICE environment, with presentations by supporting destination suppliers including China Airlines, FIH Regent Group, Kaohsiung Exhibition Center, Taiwan Tour Travel and MSL Group.

For 2-year old Kaohsiung Exhibition Center, this roadshow also marked their debut to buyers in Singapore. Said its Project Manager, Account Service, Amber Shih, “As a new exhibition center, we are delighted to share the highlights of our venue to inspire more buyers to hold their events here. We’ve already had various international and local events take place in our premises, and are more than ready to welcome others to do the same.”

This roadshow offered rising MICE destination Kaohsiung a targeted and effective platform to make an impression on key buyers. Kaohsiung’s unique traits stem from its natural endowment as a port city – one that has thrived in sophistication and environmental sustainability to become the first to receive an eco-port license in Asia-Pacific. In addition to sea access, the city is highly accessible with an efficient airport and light-rail transport network that already connects Kaohsiung to 21 cities in China and many more across Asia-Pacific. Government financial incentive and administrative support is also in place to encourage organisers to choose Kaohsiung as their host city.

DMC and Corporate Buyer Jenny Wan, Director, Meetings Management of Destination Asia Singapore expressed, “This is my first real exposure to Kaohsiung as a MICE destination. From the presentations, I learnt highlights of Kaohsiung that gave me a fresh perspective of Taiwan outside what we already know of its popular cities like Taipei. Finding out about white-water rafting in Kaohsiung particularly fascinated me. Through this roadshow, Kaohsiung has definitely captured my attention and I think the city has a lot to offer for incentive trips.”

To find out more about organising a targeted roadshow like this, contact [roanna.tan@ttgasia.com](mailto:roanna.tan@ttgasia.com) or [hoa.jing.qi@ttgasia.com](mailto:hoa.jing.qi@ttgasia.com).

## About IT&CM Events

### Leading MICE Events In Asia-Pacific, China and India

This series of leading MICE events converge the World's business events players at 3 top industry destinations every year. IT&CMA (Bangkok, Thailand), IT&CM China (Shanghai) and IT&CM India (New Delhi) are at the centre of business events demand and activity in the Asia-Pacific, China and India markets respectively. Each of these Incentive Travel & Conventions, Meetings (IT&CM) events is dedicated to the business, education and networking agendas of its MICE delegates, encompassing Association, Luxury Travel and Corporate sectors.

The IT&CM Events series is founded and organised by TTG Events, a business group of TTG Asia Media.  
[www.itcmevents.com](http://www.itcmevents.com)

## Media Contact

### Cheryl Kah (Ms.)

Corporate Digital Marketing Executive  
Email: [cheryl.kah@ttgasia.com](mailto:cheryl.kah@ttgasia.com)

### Cheryl Tan (Ms.)

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

### TTG Events

A Business Group of TTG Asia Media  
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.itcmevents.com](http://www.itcmevents.com)