

MEDIA RELEASE

IT&CMA 2023/ 02
CTW APAC 2023/ 02

Updated Engagement Events For All Delegates

Singapore, 14 September 2023 – IT&CM Asia and CTW Asia-Pacific is delighted to welcome new and returning destinations and brands, along with MICE, Association and Corporate Buyers from over 50 countries and territories. More than 1,000 delegates are expected over the 3 day event. IT&CMA and CTW APAC will feature a series of networking and education sessions designed to engage delegates, some of which are detailed below.

Breaking The Ice

Say Hi to Everyone

Asia Ability, the Creative Teambuilding experts, will run their popular ice-breaker, 'Knowing Me Knowing You.' This proprietary game will allow delegates to connect and familiarise themselves with each other. Open to all, from seasoned to first-time delegates, it presents an opportunity for network expansion, discovery of potential collaborations, and will hopefully create lasting connections.

Brand Showcase

Key brands and destinations such as **Pattaya MICE City, Thailand Convention and Exhibition Bureau (TCEB), Macao Trade and Investment Promotion Institute & Economic Development Bureau of Hengqin, Taiwan Tourism Bureau, Korea Tourism Organisation, Tourism Promotions Board Philippines** and **Hong Kong Tourism Board** will share the latest developments from their respective.

CruiseXchange

The CruiseXchange Keynote, **The Big Cruise Comeback and the Outlook for MICE Cruises**, will be presented by **Diana Bloss**, Co-Founder & Director of Operations, Worldwide Cruise Associates and **Crystal Campbell**, Corporate & Incentive Sales Manager, Worldwide Cruise Associates. The conference covers the post-pandemic revival of the cruise industry and the outlook for cruises in the coming years.

The Panel Discussion, **A New Way to Meet**, will be moderated by **Karen Yue**, Group Editor, TTG Travel Trade Publishing who will be joined by three panellists, **Mona Foo**, Head of Retail & Corporate Sales – Singapore & APAC, Royal Caribbean International, **Thomas D. Hinton**, President & CEO, CRI Global, LLC and **Frankie Lie**, Director, Tri Wisata Andalan. The team will explore how cruises can provide for creative meetings and incentives sessions through various engagements and support planners as well as collaboration between the cruise lines and land operators.

In-Booth Activities: Engaging and Interactive Experiences

TCEB has a variety of activities for the delegates to experience Thailand, including Augmented Reality.

"In addition to support schemes we have prepared for customers, the pavilion presents visitors a real touch of Thailand. TCEB has invited a number of attractive high profiled city destinations, such as Bangkok, Phuket, Samui, Hua Hin, and Khao Lak, to showcase their service capability and product offerings in the pavilion. On top of that, we have Prachin Buri province, east of Bangkok as a new potential city destination putting a footstep in MICE sector for the first time. It offers venue amidst greenery and near the sites of eco-activities. By never ceasing to generate new choices for buyers, TCEB develops Thailand to become a fertile platform of MICE products that contribute to provincial capabilities in catering to business travel demands." said Mr. Chiruit Isarangkun Na Ayuthaya, President, Thailand Convention and Exhibition Bureau.

Experience a taste of Taiwan at the event! **Meet Taiwan** invites delegates to their **Taiwan Happy Hour** at their booth to get the latest information from their MICE Professionals. Samples of **Taiwanese treats** will also be available.

Incentives to Expand Connections

All buyers at IT&CM Asia and CTW Asia-Pacific 2023 have the chance to accelerate their networking through the Buyer Incentive programme. This encourages buyers to complete the highest number of business appointments, including both pre-scheduled appointments (PSA) and walk-in appointments, while earning the highest ratings from exhibitors. Top performers stand a chance to win a variety of prizes, including hotel stays, captivating tours, and more.

Attending IT&CMA and CTW APAC 2023

If you would like to procure, network and learn at IT&CM Asia and CTW Asia-Pacific 2023, join us from 26 – 28 September at the Bangkok Convention Centre at CentralWorld. The leading MICE event is co-located with CTW Asia-Pacific – The Leading Corporate Travel Management Conference for the Asia-Pacific.

For more information, log on to www.itcma.com | www.corporatetravelworld.com/apac

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About IT&CMA 2023

26 to 28 September | 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 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&CM Asia and CTW Asia-Pacific is Asia-Pacific'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 | www.corporatetravelworld.com/apac

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