

MEDIA RELEASE

IT&CMA 2023/ 04

CTW APAC 2023/ 04

IT&CM Asia and CTW Asia Pacific 2023 In-person Event Wraps up Successfully!

Singapore, 4 October 2023 – The 31st IT&CM Asia and 26th CTW Asia-Pacific 2023 delivered an unforgettable edition, bringing back the in-person event with more buzz on the show floor. Aside from business and knowledge components, this year's programme featured a wide array of activities, in and outside of booths, including targeted networking and knowledge sessions.

The show welcomed more than 240 new and returning destinations and brands along with more than 400 MICE, Association and Corporate Buyers from over 50 countries/territories, who took advantage of the bountiful procurement and networking opportunities.

A New Start at IT&CMA and CTW Asia Pacific

Asia Ability brought the delegates together during the "Say Hi to Everyone" ice-breaking which allowed new meetings and deeper connections.

Delegates also had a chance to view Bangkok with a tour around The Chaopraya Charming and Saneh Bangkok. Pre-registered delegates were also treated to a fun time at Topgolf Megacity.

The Opening Keynote by Mr Bhumikitti Ruktaengam, President of Sustainable Tourism Development Foundation; Adviser of Phuket Tourist Association shared insights on the positive impact of tourism/MICE partnerships help Thai communities. Bringing communities together to support tourism and MICE Partnerships was one of the key foci of the event this year.

The evening of day one culminated with the Opening Ceremony and Welcome Reception, co-hosted with by destination partner, Thailand Convention and Exhibition Bureau. The extravaganza featured a delectable variety of Thai foods accompanied with performances by the Bangkok Metropolitan Administration (BMA) traditional dance troupe and The SwingKings.

Exhibition and Appointments

"Pattaya City is a world destination that's known for its location and pricing, amazing activities from local to luxury, beautiful beaches, and many more. This clearly means that your MICE trips to Pattaya City would not only be a business trip because visitors can enjoy the city anywhere anytime in their own way." PATTAYA MICE CITY, Thailand.

Destinations and organisations also displayed experiential elements at their booths with activities, giveaways, and entertainment. The highlights included food tasting from MEET TAIWAN; a Lion Dance Performance, destination showcases and lucky draws by Macao Trade And Investment Promotion Institute & The Economic Development Bureau of Hengqin; Augmented Reality by

Thailand Convention and Exhibition Bureau (TCEB); and a Lucky draw by The Mulia Hotel & Resort Bali.

Initial delegate feedback indicated that the multiple networking and education opportunities combined with targeted scheduled meets were a key highlighted for many. The expanded appointment sessions allowed delegates greater flexibility and time to visit the different conferences, knowledge sessions, brand engagements, and showcases, as well as the various booths.

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&CM Asia 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&CM Asia 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&CM Asia 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&CM Asia 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.

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