

## MEDIA RELEASE

IT&CMA 2019/ 01

CTW APAC 2019/ 01

### New 2019 Highlights With All-Time High Engagement Events Revitalised For All Delegates

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- Re-designed 2019 programme features new engagement sessions: **Say Hi To Everyone, Brand Showcase Presentations, Exhibition Walkabout** and **Meet-The-Corporates**
- **Take-up of new activities by close to 20 brands:** Dubai Business Events, India Tourism, Japan National Tourism Organisation, Japan by JTB, Macao Trade and Investment Promotion Institute, MICE Excellence Center, Royal Orchid Holidays, Taiwan, Thailand Convention & Exhibition Bureau and more
- **Branded and sponsored targeted functions remain popular,** with more invited exhibitors this year
- **Multiple space expansions** at largest Asia-Pacific MICE showcase

*Singapore, 26 July 2019* – IT&CM Asia and CTW Asia-Pacific 2019 will feature a re-designed programme with proven engagement activities aimed at fostering new avenues of lead generation between suppliers and buyers beyond one-on-one business appointments.

Following a successful roll-out during the China event earlier this March, new initiatives such as Brand Showcase Presentations, Exhibition Walkabouts and Meet-The-Corporates have seen adoption by close to 20 brands that have chosen these activities to supplement their business appointments and enhance their outreach to niche buyer segments during the upcoming show.

- **Brand Showcase Presentations:** For the first time, 10 brands including **Dubai Business Events, Japan by JTB, Macao Trade and Investment Promotion Institute, Royal Orchid Holidays, Taiwan, Thailand Convention & Exhibition Bureau (TCEB), Thai MICE Cities**, will be sharing their latest highlights and developments first-hand at these 20-minute sessions open to MICE, Association and Corporate buyers and media.
- **Exhibition Walkabouts:** Targeting association buyers and media, up to 10 featured destinations comprising **India Tourism, JNTO, TCEB** and more will get to make quick introductions and exchanges with these sought-after delegates at their own pavilions / booths during these 4 x 1-hour guided sessions over 2 days.
- **Meet-The-Corporates:** Conducted in a speed-dating format, up to 12 IT&CM Asia exhibitors like **Dubai Business Events** have opted to meet and connect with attending CTW corporate travel/procurement professionals over 2 x 1 hour sessions over 2 days.

“IT&CM Asia continues to be an important event on our annual calendar of activities in key markets, and we are excited about returning as an exhibitor at this year’s edition. In addition to our one-on-one meetings, we have chosen to take advantage of the Brand Showcase Presentation and Meet-The-Corporates platforms to further highlight our city’s appeal, explain the support Dubai Business Events can offer, and build new connections with the wider business events community, and especially corporate buyers.” said Steen Jakobsen, Assistant Vice President of Dubai Business Events.

Another newly added segment to the show this year is **Say Hi to Everyone**. Formatted as an interactive ice-breaker and helmed by MICE Strategist and Hospitality Consultant **Mr David Barrett**, this session allows all delegates to get a sense of who’s who at this year’s show and to identify profiles they would like to meet across both events, kick-starting connections before business days begin.

### More Brands Engaging Target Segments Beyond One-On-One Appointments

In line with the strong take-up of new initiatives, more brands have also opted for captive engagement sessions this year with an extensive line-up of sponsored events to date.

**TCEB** will be presenting a “Corporate Exchange, Exclusively Thailand” networking mirroring the new “Meet-The-Corporates” format, featuring up to 48 Thai suppliers, and attended solely by corporate buyers over 2 days.

“Our new branding Thailand Redefine Your Business Events inspires us to find every window of opportunity to create value and enhance return on investment and return on time for MICE stakeholders. Our partnership with IT&CMA in launching Corporate Exchange, Exclusively Thailand initiative is a perfect match with our new branding. We are excited to see the Thai suppliers and Corporate Travel Managers leverage on this new initiative and deepen their interaction in an exclusive setting” said Mrs. Nichapa Yoswee, Senior Vice President – Business of Thailand Convention & Exhibition Bureau.

Meanwhile on the CTW Asia-Pacific front, sponsor **CWT** will be fronting the light-hearted interactive session for all CTW delegates over coffee and tea in a corporate networking exclusive.

New exhibitor and sponsor **OMT Group** joins the line-up of luncheon, cocktail and dinner hosts that presently include **Accor Bangkok & Hua Hin Hotels, Conrad Bangkok, Japan By JTB, Marina Bay Sands, TCEB** and more. Hosting not one but two functions, this ASEAN-based DMC is aiming to promote their MICE-based itineraries through their Networking Lunch Europe Cruise Preview and Networking Chao Phraya River Cruise Dinner. The latter is also open to invited exhibitors.

As strategic partner, TCEB will continue to host the perennially anticipated Opening Ceremony and Welcome Dinner, pre-show city tours of Bangkok and post-show tours to Ayutthaya and Khao Lak.

## Multiple Space Expansions At Largest Asia-Pacific MICE Showcase

JTB's space expansion of 250%, **Seoul Tourism Organisation's** and **Ministry of Tourism, Republic of Indonesia's** booth increase of 120% alongside **Royal Cliff Hotels Groups'** doubling in space has bolstered the event's already largest MICE showcase of Asia-Pacific destinations, products and services.

"New business leads and conversion to actual business gained through our participation last year was the push factor for our return this 2019. JTB's primary objective this IT&CMA is to meet new MICE and Association buyers and help facilitate international tourism to Japan." Said Mizuho Hara, Manager of Events & Promotions of JTB Asia Pacific Headquarters on their decision for expansion.

Said Darren Ng, Managing Director, TTG Asia Media, "The encouraging space expansion of returning exhibitors attest to continued confidence that IT&CM Asia and CTW Asia-Pacific delivers across all fronts, internationally and locally. As the show continues to evolve, we progressively put in our best to cater to the ever-changing needs of our suppliers and buyers."

Present onboard destination pavilions, corporate and association brands include Bangkok Metropolitan Administration, Centara Hotels & Resorts, Dubai Business Events, EventsAir, India Tourism, International Association of Professional Congress Organiser (IAPCO), International Congress and Convention Association (ICCA), Jeju Convention & Visitor Bureau, Japan National Tourism Organisation, JTB, Korea MICE Association (KMA), Korea Tourism Organisation, Macao Trade and Investment Promotion Institute, Malaysia Convention & Exhibition Bureau, Marshall Cavendish, MEET TAIWAN, Ministry of Tourism, Republic of Indonesia, OMT Group, Osaka Convention and Tourism Bureau, Pacific Asia Travel Association (PATA), Pattaya MICE City, Philippines Tourism Promotions Board, Resorts World Sentosa, Royal Cliff Hotels Group, Sampran Riverside, Seoul Tourism Organisation, Society for Incentive Travel Excellence (SITE), Taipei City Government, Taiwan Tourism Bureau, Thai Airways, TCEB, Worldwide Cruise Associates, World PCO Alliance (WPCOA) and more.

Other revitalised event highlights include:

- **Sticky Awards** – IT&CMA and CTW Asia-Pacific's very own appreciation programme for top-performing delegates – comprising a new awards list and voting format
- Attractive **lucky draw incentives** for good performing buyers
- Expanded knowledge programme with a **Sustainability theme** that ties across the various sessions at: the extended **Asian MICE Cruise Conference**, **Keynote Lecture**, **Association Day** forums, **ASEAN MICE Forum** and **CTW Asia-Pacific Conference**.
- **App-centric event** that reduces the use of printed materials and increases connectivity between delegates

If you would like to procure, network and learn at IT&CM Asia and CTW Asia-Pacific 2019, join us from 24 – 26 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](http://www.itcma.com) | [www.corporatetravelworld.com/apac](http://www.corporatetravelworld.com/apac)

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#### About IT&CMA 2019

**24 to 26 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&CMA 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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