

## MEDIA RELEASE

IT&CMA 2019/ 02

CTW APAC 2019/ 02

### Sustainability – A Central Theme At This Year's IT&CM Asia and CTW Asia-Pacific Knowledge Series

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- Over **20 knowledge sessions** and **more than 40 speakers** at IT&CM Asia and CTW Asia-Pacific 2019
- 5 educational tracks and components: **Asian MICE Cruise Conference, Keynote Address, Association Day Forums, ASEAN MICE Forum, CTW Asia-Pacific Conference**
- Sustainability - a central theme that permeates across all knowledge tracks

*Singapore, 22 August 2019* – Over 20 knowledge sessions will take place across the 3-day IT&CM Asia and CTW Asia-Pacific that sees dedicated tracks targeting various interest groups across the show's delegation. Featuring more than 40 moderators, presenters and opinion leaders, the education front of Asia-Pacific's Only Doublebill Event in MICE and Corporate Travel continues to bring leading influencers and experts together to share expertise and inspire the industry.

This year, the theme on Sustainability takes centre-stage in response to increasing conversations within the business events community and beyond to spearhead initiatives towards collective change. Different facets of Sustainability, in addition to other hot topics, will be explored across all educational tracks, allowing for deeper, relevant and focused perspectives within each attendee segment.

#### Asian MICE Cruise Conference

*24 September 2019, 0900 to 1510hrs*

Returning for its second edition, the expanded Asian MICE Cruise Conference will see thought leaders from leading cruise players such as **Cruise Lines International Association (CLIA), Crystal International Asia, Dream Cruises, Norwegian Cruise Line Holdings, Royal Caribbean Cruises, Silversea Cruises, Uniworld Boutique River Cruise Collection & U River Cruises** and **Worldwide Cruise Associates**, take the stage.

Developed by the editors of TTG Travel Trade Publishing, the full-day conference that doubled its number of sessions from last year, will tackle topics such as cruises' ability to support business events; the state of luxury cruise development in the region and its impact on incentive programmes; the role land programmes play in providing a complete reward trip; the lure of luxury river cruising as a cruise and incentive concept; cruise companies' commitment to sustainable efforts; and more.

Returning speaker Angie Stephen, Managing Director – Asia Pacific of Royal Caribbean Cruises, and panelist of the sustainability topic “Leaving Minimal Trail Behind” shared, “As a collective, cruise lines have a huge role to play in reducing their environmental footprint, given the revitalisation of cruise appeal and demand. Royal Caribbean International is firmly committed to reducing waste and emissions of greenhouse gases in favour of sustainable practices. We are eager to share our current initiatives and work more closely with multiple stakeholders to make a more positive impact.”

### Keynote Lecture: Sustainability - Future Proofing Your Business

24 September 2019, 1520 to 1620hrs

Organised in collaboration with **Chiang MICE**, and moderated by Sustainability Advocate, MICE Strategist and Hospitality Consultant, David Barrett, the compelling push for Sustainability is told through the eyes and perspectives of four iconic professionals from diverse backgrounds:

- Richard Jones, Senior Vice President of Corporate Communications, Human Resources and Sustainability of **Indorama Ventures**
- Marissa Jablonski, USAID FFP Environmental Advisor, **USAID Washington DC Office**
- Supawan Teerarat, Senior Vice President of **Thailand Convention & Exhibition Bureau (TCEB)**
- Pairach Piboonrungrui, Director of MICE Excellence Centre, Faculty of Economics of Chiang MICE University

The engaging session will explore the multiple angles of Sustainability and their indelible significance on future proofing businesses for the long term. Talking points include Digitising businesses for the future, Environmental conservation, Community-based tourism, and Investing in sustainable businesses.

Said keynote moderator, David Barrett, Sustainability Advocate, MICE Strategist and Hospitality Consultant, “The prevailing notion of sustainability in industry practices are underwhelming. Recognising that incorporating sustainability takes time and substantial effort to cultivate, the very first step is to be heard and understood. A good platform with decision-makers and industry players from MICE and corporate travel is essential and IT&CMA and CTW Asia-Pacific is just that.”

### Association Day Forums

25 and 26 September 2019, 0900 to 1000hrs Daily

The ever-popular Association Day Forums return with four intriguing sessions helmed by leading industry associations and experts:

- Association Development – Investing in a Sustainable Future  
Hosted by **GainingEdge**
- Keeping International Association Meetings Relevant  
Hosted by **IAPCO**
- Face Off: Should CVBs And PCOs Work Together For Greater Success?  
Hosted by **ICCA & WPCOA**
- The Future of Incentives – 10 Things You Need to Know  
Hosted by **SITE**

Darren Ng, Managing Director of TTG Asia Media said, “The Association Day forums continue to advocate awareness and prevalence of the Association Meetings, Conventions and Management scene – a critical economic driver to the business events and MICE industry that IT&CMA has invested over several years. More importantly, it provides a platform for our key association partners and delegates to engage and advance ideas.”

In addition to the association hosts, headlining speakers of these sessions include: **Ace:Daytons Direct (International), IME Consulting, Sarawak Convention Bureau, The International Convention Department of Congress Corporation** and more.

Martin Boyle, CEO of IAPCO, who will be moderating his session, said, “Keeping international association meetings relevant is challenging yet necessary. At IAPCO, our main purpose is to raise the quality standards in the global meetings industry. The Association Day Forum allows us to share the commonalities of the issues faced by organisations and discuss the key components on how delegates can approach the fundamentals of having a successful international meeting.”

#### **ASEAN MICE Forum**

*26 September 2019, 1040 to 1500hrs*

Aimed at elevating ASEAN’s position as a MICE hub, the return of the half-day ASEAN MICE Forum draws top honchos across top regional MICE institutions and beyond to learn from one another.

“Building A Sustainable MICE City” and “SMART Cities – Leveraging MICE to Diversify and Support Economic Growth” are part of this year’s conversations led by notable speakers and moderators from **GainingEdge, Indonesia Convention and Exhibition Bureau, Meetings International, MICE Excellence Centre - Chiang Mai University, Penang Convention and Exhibition Bureau**, and more.

“The upcoming forum this IT&CMA will discuss the various ways destinations can align their MICE industries with governments’ key economic growth strategies and the maximum benefits destinations can achieve from that. As a predominant factor across ASEAN region, delegates should attend this forum with an open mind and adopt the best practices available”, commented Mike Williams, Senior Consultant and Partner of GainingEdge.

#### **CTW Asia-Pacific Conference**

*25 and 26 September 2019, 1350 to 1800hrs Daily*

CTW Asia-Pacific corporate travel professionals will have their very own dedicated conference to facilitate knowledge-sharing on corporate travel management trends and best practices such as cybersecurity risks, effective supplier relationships in travel procurement, travel policy disruption – managing compliance and traveler satisfaction, and duty of care – blurring the lines in bleisure travel.

Supported by the CTW Asia-Pacific Advisory Panel comprising of experienced industry practitioners from **Accenture Philippines, Amway Thailand, Herbalife Singapore, CBRE – MCR India, Luxoft**

**Poland, ByteDance China, and Osram China**, this community-led event also features collaborative sessions in partnership with **CWT, JTB and Cvent**.

### Tying It All Together

Other concurrent educational highlights taking place at IT&CMA and CTW Asia-Pacific:

- The **IMEX-MPI-MCI IT&CMA Future Leaders Forum 2019** (24 and 25 September) welcomes students from across the country to a 1.5-day programme that nurtures and inspires the next generation of industry professionals through conversations and game challenges.
- **IT&CMA Passionate Breakfast By ICCA and TTGmice**, back for a 2<sup>nd</sup> consecutive run, gives early risers a dose of motivational goodness amid a networking breakfast.

“Every year, our knowledge programme is carefully curated to support the educational goals of different delegate segments and interest groups. For the first time, the conversations that take place across distinct tracks will come together as part of this year’s overarching theme on Sustainability, lending both cohesion and integration to a common talking point,” said Cheryl Tan, Head of Events, TTG Asia Media.

Apart from the knowledge sessions, delegates are invited to look out for other sustainability spotlights taking place at the show, such as the daily complimentary coffee by Philippine Tourism Promotions Board, featuring a special line of blends from La Trinidad, Benguet, sourced from suppliers practising Fair Trade as part of the Foundation for Sustainable Coffee (FSCE) programme.

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.

[www.itcma.com](http://www.itcma.com) | [www.corporatetravelworld.com/apac](http://www.corporatetravelworld.com/apac)

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