

MEDIA RELEASE

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CTW APAC 2019/ 03

22nd Edition of Corporate Travel World Asia-Pacific (CTW APAC) Reveals Re-Designed Programme, New Segments, Advisory Panel and Trending Topics

- **Reformatted CTW APAC 2-day programme** with mornings dedicated to the business component, featuring the new Meet-The-Corporates and Corporate Exchange, Exclusively Thailand. Afternoons are set aside for conferences and networking
- **Community-led event** for Corporate Travel and Procurement Professionals
- **Content consultation with CTW APAC advisory panel** comprising of experienced practitioners from Accenture, Amway, HerbalLife, Luxoft, NTT Global Sourcing and Osram.
- Topics for Corporate Travel Managers include **2020 Asia Pacific Business Travel Market Outlook; Cybersecurity Risks – Are We Doing Enough?; Ensuring Effective Supplier Relationships In Your Travel Procurement; Strategic Management Meetings (SMM): Making Technology Work; Travel Policy Disruption – Managing Compliance and Traveller Satisfaction; and Duty Of Care – Blurring The Lines in Bleisure Travel**
- **Longer business sourcing and appointment time** via IT&CM Asia

Singapore, 11 September 2019 – The 22nd instalment of CTW APAC presents a reformatted 2-day programme with new segments added to fully engage attending Corporate Travel and Procurement Professionals. Apart from focusing on education sessions, this year, Corporate Travel and Procurement Professionals will be exposed to a different CTW APAC experience. With mornings exclusively dedicated to the business component with appointments and business meetings, afternoons are set aside for CTW APAC conferences, the education component delivered by industry practitioners, as well as networking.

More than 100 international and Thai Corporate Buyers are expected with 80% hailing from Asia-Pacific. The Corporate representatives' core function and responsibilities range from corporate incentive buyers, travel managers, meeting and events managers to procurement professionals from around the world. Registrations have spiked over the past few months, spurred by the demand for business travel and hosting of international corporate meetings and functions, as well as the newly added experiential components of the show.

Beyond One-On-One Business Appointments

Beyond the usual one-on-one business appointments, these new initiatives that aim to connect corporate buyers with destination pavilions and corporate brands from IT&CM Asia include:

- An interactive ice-breaker segment, **Say Hi to Everyone**, helmed by MICE Strategist and Hospitality Consultant Mr David Barrett, allow delegates to identify profiles and network ahead of the show days
- **Meet-The-Corporates** will be conducted in a speed-dating format over 2 x 1 hour sessions across 2 days where CTW corporate travel/procurement professionals can meet IT&CM Asia exhibitors from Dubai, Hong Kong, Korea, Malaysia, Singapore, and more.
- **Corporate Exchange, Exclusively Thailand** partnered with Thailand Convention and Exhibition Bureau (TCEB) will feature up to 48 Thai suppliers in a close-knit yet engaging style.

The new initiatives not only secured attendance of long-time corporate buyers of the show but also attracted new buyers from Citigroup Inc., Ferrari, Huawei, IBM, LVMH Asia Pacific and many more.

“We really look forward to Corporate Exchange, Exclusively Thailand, an initiative of our partnership with event organisers, which serves as a platform for co-exhibitors of Thailand to meet Corporate Buyers. This will enhance the opportunities for business ties. The initiative responds well with our new branding Thailand Redefine Your Business Events where we assume new roles as a partner in finding creative MICE solutions, co-creator of business opportunities and thought-leaders in introducing new ideas for business.” Commented Mrs. Nichapa Toswee, Senior Vice President – Business of Thailand Convention and Exhibition Bureau.

CTW APAC Conference

Aside from the business component, CTW APAC corporate travel professionals will have their very own dedicated conference to facilitate knowledge-sharing; a community-led event that discusses a variety of corporate travel management practices.

Delegates can look forward to an impressive speaker line-up from esteemed organisations such as **Accenture, Amway, Ariston Thermo China, ATNS, Cvent, CWT, HerbalLife, JTB, Kseven Industries, Luxoft, Michelin Hungary, MovieInSync, NTT Global Sourcing, Nxp India Technology Solutions, Osram and Park Hotel Group**, and a comprehensive educational agenda that covers topics ranging from the industry updates and outlooks, cybersecurity risks, effective supplier relationships in travel procurement, strategic management meetings (SMM), travel policy disruption – managing compliance to traveler satisfaction, and duty of care – blurring the lines in bleisure travel.

Topics are endorsed by a hand-picked CTW APAC Advisory Panel comprising of industry practitioners such as Geremi Ton, Travel Lead of Accenture, Jeannie Techasiriwan, Special Events Assistant Director of Amway, Pulak Bhaumik, Head Global PMO of NTT Global Sourcing, Maciej Olbert, Corporate Travel Manager of Luxoft and more. The participation of industry practitioners representing reputable corporate brands reinforces the credibility and quality of CTW APAC's conference content.

In particular, one of this year's conference sessions – Strategic Management Meetings (SMM): making technology work – is made possible in partnership with **JTB-CVENT**. The interactive topic will showcase success case studies, enabling delegates to explore and understand the benefits of SMM and why companies should consider implementing it.

Said Pulak Bhaumik, Head Global PMO of NTT Global Sourcing, "Travel Managers are on the constant lookout to attend conferences that help develop both their professional and personal growth. Knowing your audience is essential when choosing the topics and being in the industry plays a huge role. Along with other CTW APAC advisory panellist, conference topics are taken into review and aimed to be relevant yet interesting to peak their interest."

To kick start CTW APAC 2019, Director of CWT Solutions Group, Asia Pacific, Elis Kodra, alongside APAC Sourcing Manager for Corporate Travel, Sales and Marketing of HerbalLife International Singapore, Jeremy Lin; Marketing Manager of HP Hungary, Monika Mantuano; and Global Procurement Manager of Nxp India, Sunil Gupta, will discuss the outlook of the 2020 Asia Pacific Business Travel Market during the **Keynote**. This keynote will shed insights on the allocation of spending and resources in the year ahead along with the significance and impact it has on travel managers.

"As companies are growing rapidly and venturing overseas, travel expenses are increasing significantly. Resource distribution is vital to better manage travel spend. The keynote provides an opportunity for Corporate Travel Managers to gain the latest insights and receive solutions on travel expenses" commented Jeremy Lin, APAC Sourcing Manager for Corporate Travel, Sales and Marketing of HerbalLife International Singapore.

Hosted Functions and Engagement Activities

Meanwhile, global brands are also leveraging on CTW APAC platform to make an impression on corporate buyers with sponsor-backed highlights and activities.

First-time sponsor **Al Jazeera Media Network** will be hosting a captive networking luncheon for selected corporate buyers while **CWT** will host all CTW APAC delegates to a light-hearted cohesion over coffee and tea and interactive activities.

The whole CTW APAC experience is further strengthened with new engagements presented by **EZ-Link** and **Resorts World Sentosa** where Corporate Travel Managers get a chance to walk away with prizes including hotel stays, attraction passes, Tokidoki Merlion STP Charms, and more.

Conference Delegate passes are selling fast. Join us from 24 – 26 September at the Bangkok Convention Centre at CentralWorld to experience the immersive highlights of CTW Asia Pacific. Gain insights from industry practitioners and network with fellow industry peers at the leading corporate travel management conference.

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

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About CTW Asia-Pacific 2019

24 to 26 September | Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

The Leading Corporate Travel Management Conference for the Asia-Pacific

Launched in 1998, CTW Asia-Pacific is dedicated to cultivating Travel and Entertainment (T&E) best practices among Asia-Pacific's corporate travel professionals. Influencers, planners and decision makers of corporate travel functions in their organisation attend the annual conference and exhibition to keep themselves abreast of the latest trends and knowledge that enable them to get the most out of their T&E decisions.

Co-located with IT&CMA, CTW Asia-Pacific is part of the CTW 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.corporatetravelworld.com/apac | www.itcma.com

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