

## MEDIA RELEASE

IT&CMA 2019/ 05

CTW APAC 2019/ 05

### **IT&CMA and CTW Asia Pacific 2019 Dazzles with an Immersive Line-Up of Business, Knowledge and Networking Activities for All Delegates**

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*Bangkok, 24 September 2019* – The 27<sup>th</sup> IT&CMA and 22<sup>nd</sup> CTW Asia Pacific officially kicks off today in Bangkok, Thailand. Aimed at enhancing delegates' experience, a re-designed programme with new initiatives will be featured throughout the 3-day event from 24 to 26 September.

Setting the record with over 150 business, education and networking sessions, the robust show features 70 new sessions. More than 600 pre-confirmed buyers and media from over 60 territories and countries will be participating in addition to exhibitors, speakers, trade visitors, VIPs, guests and other attending delegates. This year, over 60% of buyers across MICE, Association and Corporate segments are new to the show.

Another notable 2019 event highlight is the close to 20 branded engagement functions such as luncheons, dinners, cocktails, coffee breaks, cohesion and knowledge activities by sponsors and collaborators like Accor Bangkok and Hua Hin Hotels, Al Jazeera Media Network, Conrad Bangkok, CWT, JTB-Cvent, Marina Bay Sands, OMT Group, Philippine Tourism Promotions Board, Visit Nepal Year 2020 and more.

The first event day began with the second edition of Asian MICE Cruise Conference, helmed by TTGmice. Top cruise industry players and opinion leaders from Costa Cruises, Cruise Lines International Association, Genting Cruise Lines, Norwegian Cruise Line Holdings, Royal Caribbean Cruises, Silversea Cruises and more led the conversation on a diverse array of MICE cruise trends and interests including fun-filled activities onboard for corporates, and the enhancement of the cruise experience in partnership with unique ports-of-call for destination-based land activities.

The much anticipated keynote lecture in collaboration with Chiang MICE followed, moderated by Sustainability Advocate, MICE Strategist and Hospitality Consultant, David Barrett. His distinguished panel comprised of trailblazers, Pairach Piboonrungrui, Director of MICE Excellence Centre, Faculty of Economics of Chiang Mai University; Richard Jones, Senior Vice President of Corporate Communications, Human Resources and Sustainability of Indorama Ventures; Supawan Teerarat, Senior Vice President of Thailand Convention & Exhibition Bureau (TCEB); and Marissa Jablonski, Sustainability Consultant: Plastics . Water . Environment, who collectively delivered insights and practical perspectives on Sustainability and their significance on future proofing businesses.

Said keynote speaker, Pairach Piboonrungrui, Director of MICE Excellence Centre, Faculty of Economics of Chiang MICE University, "Sustainability will be essential for organisations, across industries, to move ahead and implement in years to come. Speaking on this platform with the intent on cultivating Sustainability, this is a great first step in nurturing awareness among individuals and

organisations. This keynote session aims to educate them on how and when they should begin their own Sustainability journey, or take existing efforts forward and make the impacts.”

Throughout the 3-day event, delegates can also look forward to hearing from over 60 knowledge speakers with sustainability themed topics weaved across other educational tracks such as the Association Day Forums, ASEAN MICE Forums, and the CTW Asia-Pacific Conference.

Say Hi To Everyone, the first of several new event initiatives taking place today, enabled delegates to get a sense of who's who before the start of the exhibition days via an interactive ice breaker session led by David Barrett who presented the 2019 attendee profile. Delegates also interacted with one another over light refreshments during the networking coffee break.

In the next 2 days, delegates will experience even more new initiatives such the Brand Showcase Presentations, Exhibition Walkabout, Meet-The-Corporates and Corporate Exchange, Exclusively Thailand, aimed at fulfilling delegates' business objectives beyond the usual one-on-one business appointments.

Open to all MICE and Association buyers and media, AP MICE Solutions by JTB, Dubai Business Events, India Tourism, Japan National Tourism Organization (JNTO), Macao Trade and Investment Promotion Institute, Phuket, Royal Orchid Holidays, Taiwan and TCEB will be sharing their latest developments during the Brand Showcase Presentations while destinations and brands from India Tourism, Jeju, JNTO, Macao, MICE Excellence Center, Taiwan, TCEB and more will connect with sought-after Association buyers and media during the guided Exhibition Walkabout.

Aimed at spotlighting the show's corporate buyers, Meet-The-Corporates and Corporate Exchange, Exclusively Thailand, are likened to speed-dating business sessions. The latter is developed in partnership with TCEB that will exclusively allow Thai suppliers to create and deepen relationships with attending buyers in a captive setting.

Greater effort to promote exciting in-booth activities by participating exhibitors, and motivate buyer performance via an attractive sure-win lucky draw is also among the anticipated highlights this year.

The first evening culminates with the ever-popular Opening Ceremony and Welcome Reception, hosted by strategic partner and host country, TCEB, at Bangkok Art & Culture Centre with the theme "Bangkok Art Night Out". The four-hour extravaganza features venue tours, visual arts, performing arts and musical showcases by local artists.

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 and CTW Asia-Pacific 2019

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

Incentive Travel & Conventions, Meetings Asia (IT&CMA) and Corporate Travel World (CTW) Asia-Pacific is The 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.

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.

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.

IT&CMA and CTW Asia-Pacific is organised by TTG Events, a business group of TTG Asia Media.

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

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