

MEDIA RELEASE

IT&CMA 2019/ 06

CTW APAC 2019/ 06

Positive Experiences And Success of New Initiatives Are High Points For 3-Day IT&CMA and CTW Asia Pacific 2019

Bangkok, 04 October 2019 – IT&CMA and CTW Asia Pacific 2019 concluded on a high with delegates expressing positive experiences across board, as a variety of business, learning and networking objectives were met through newly introduced initiatives.

Notable highlights, aside from the 12,000 business appointments, were the popular Brand Showcase Presentations along with the Meet-The Corporates and Exhibition Walkabouts that added to the debuting lead generation avenues between exhibitors and buyers.

The 10 Brand Showcase Presentations saw a full house across the 10 sessions over 2 days with participating exhibitors being extremely satisfied with the turnout of attendees and the opportunity to share their latest highlights and features they offer.

“It is a good platform to showcase India as a MICE destination to relevant buyers and we are extremely pleased to have more prospective buyers approaching us after the Brand Presentation Showcase,” commented Sudeshna Ramkumar, Assistant Director of India Tourism.

Featured destination, Japan National Tourism Organization partook the Exhibition Walkabout and shared their experience connecting with Association Buyers and Media through this session. Said, Susan Maria Ong, MICE Director, Asia Pacific, “This is the first time that IT&CMA has had this Exhibition Walkabout initiative and it was a great opportunity for us to meet more Association Buyers at one go compared to one-to-one business appointments.”

Say Hi To Everyone, the first day’s opening ice breaker, was a highlight for many. “Say Hi to Everyone was a very good networking session where we got to know new buyers who were at the show this year. This new initiative is definitely a good opportunity for business,” commented Walter Ng, Manager, Sales & Event Services of Setia Convention Centre.

Delegates also commended on this edition’s networking sessions that saw a bevy of sponsored luncheons, coffee breaks, dinners and cocktails by participating exhibitors and sponsors such as Accor Bangkok and Hua Hin Hotels, Al Jazeera Media Network, AP MICE Solutions by JTB, Conrad Bangkok, CWT, Marina Bay Sands, OMT Group, Philippine Tourism Promotions Board and Visit Nepal Year 2020, engage different targeted delegate segments on a captive exclusive sitting to further network and cultivate potential procurement opportunities beyond the show floor.

“Known for mountaineering, trekking and organising renowned art and music festivals, little has been talked about Nepal being one of the preferred destinations for corporate travel despite hosting

various regional government and corporate conferences. The networking luncheon organised by Visit Nepal Year 2020 Secretariat during IT&CM Asia 2019 was an opportunity to showcase the country as one of the perfect MICE destination of choice and to promote Visit Nepal Year 2020 Campaign," stated Rohini Prasad Khanal, Program Manager of Visit Nepal Year 2020 Secretariat.

The expanded Asian MICE Cruise Conference, established Association Day forums, reintroduced ASEAN MICE forums, and CTW Asia-Pacific Conference received positive reviews from delegates who attended these knowledge sessions collectively helmed by over 60 speakers.

Said Noor Ahmad Hamid, Regional Director (Asia Pacific) of ICCA, "IT&CMA has always been a great platform for sharing and having discussions with likeminded peers during the various knowledge sessions available. The lingering question of whether should CVBs and PCOs work together for greater success was addressed during one of the Association Day Forums and the attending delegates was engaging yet intriguing. Truly an eye-opener for both delegates and panellists involved."

Held on the last show day, the 18th Sticky Awards luncheon with the new voting and live poll format rewarded the innovative efforts of IT&CMA and CTW Asia-Pacific delegates who stood out at the show. Strategic partners and host country Thailand took home the awards for the Stickiest Destination - Overall, Stickiest In-Booth Experience, and Stickiest Function for the Opening Ceremony and Welcome Reception.

Chiruit Isarangkun Na Ayuthaya, President of Thailand Convention and Exhibition Bureau, was delighted to receive the awards, "I am extremely pleased that our efforts were recognised by fellow peers and it is an encouragement for us to do our best for the industry in the future. We will continue to be a strong partner for our stakeholders and the best for our industry."

This year's 20 winners included Korea for winning Stickiest Destination – Exhibitor Services for their professionalism and hospitality during the show and Penang Convention & Exhibition Bureau for Stickiest Destination – Marketing & Promotion and Stickiest Social Sharing for their marketing efforts. Maciej Olbert from Luxoft won Stickiest International Corporate Buyer and Rodney Yew from Discover Holidays (Asia) took home the Stickiest International MICE Buyer title.

Inspired by Terengganu house architecture, Malaysia Convention & Exhibitor Bureau walked away with the Stickiest Destination Pavilion Design award. "We based the pavilion design by taking reference from Terengganu houses with wooden carvings. We are extremely happy that we won this award," said Tan Lay Teng, Sales Manager – Corporate & Incentive.

Third time attending Thai MICE Buyer, Namwisate Wanwisa, Regional MICE Manager of Buffalo Tours MICE was glad at this unexpected win "It is a great honour to win the Stickiest Thai MICE Buyer as my efforts are appreciated by the organisers and exhibitors. The one-to-one appointments and networking functions provided me with valuable takeaways, and I will continue to do my best at IT&CMA and look forward to attending next year."

Said Lynn Zeng, Head of Conferences & Events, Asian Local Search and Media Association (ALSMA) who couldn't be more surprised at the win, "It is a great honor to be invited to IT&CMA and win the award of the Stickiest International Association Buyer. I am glad that ALSMA is acknowledged for its contribution to the industry and we will strive to do better."

IT&CM Asia and CTW Asia-Pacific 2019, the leading MICE and corporate travel management event centered around the Asia-Pacific took place from 24 – 26 September in Bangkok, Thailand. To explore how you can participate in exhibiting, learning and networking at IT&CM Asia and CTW Asia-Pacific 2020, contact us at itcma@ttgasia.com.

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

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IT&CMA and CTW Asia-Pacific 2020

Date: 22 – 24 September 2020

Venue: Bangkok Convention Centre at CentralWorld, Bangkok, Thailand

About IT&CMA 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.

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