

The Incentive Travel & Conventions Meetings (IT&CM China – Shanghai)

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For the 5th year, IT&CM China took place in Shanghai between 1315- April 2011, with the participation of over 300 Exhibitors and with the attendance of over 344 Buyers and International Media. A total trade visitors that exceed 2000 delegates from China, Asia Pacific and other parts from the world.

The growth of China is amazing, people are working very hard to their country, the MICE Industry in China is getting more important

and suppliers in the Travel Industry became more aware of the important of the MICE Industry where focusing on MICE in China





started with the first Incentive Travel & Conventions meetings (IT&CM China) 5 years ago.

I expect that IT&CM China will be a big MICE event in China and will be as bigger as EIBTM in the coming 5 years.

IT&CM China seen a 10% growth from the previous year. This leading professional Meetings, Incentives, Conventions and Exhibitions (MICE) business and networking event in China will feature 691 exhibitors from 253

exhibiting organisations, 344 buyers, 83 media and over 1,000 trade visitors.

One unique highlight of the IT&CM China business event is the equal mix of International and Chinese delegates. This achieves the show's focus of "Promoting China to the World and the World to China". Together with a compelling 3-day programme that comprises scheduled business appointments, MICE exhibition, seminar sessions, networking luncheons and coffee breaks, IT&CM China 2011 is

firmly positioned as a leader in nurturing business opportunities between China and the rest of the world, as well as in fostering domestic MICE growth within China.

Along with the growth of IT&CM China, the event has also achieved several new milestones in its efforts to develop the Chinese MICE industry. Appropriately themed "Leading China's Next MICE Wave", IT&CM China 2011 is part of Shanghai Municipal Tourism Administration (SMTA)'s

inaugural Shanghai Business Events Week, held from 11th to 15th April. The Shanghai Business Events Week is a collaboration among leading players to take the China MICE industry to new heights.

"This partnership enhances the IT&CM China 2011 programme, offering delegates more exciting opportunities in business, education and networking," said Darren Ng, Managing Director of TTG Asia Media, co-organiser of IT&CM China.





On the exhibition front, the event has seen a growing interest from new Chinese and International exhibitors representing hotels and hospitality groups, cruises, destination bureaus. In addition, the IT&CM China 2011 exhibition will also feature for the first time, a pavilion dedicated to unique convention venues and travel wellness offerings from China. MICE venues and destination management services from the Middle East are also making its debut this year.

The 2011 Buyers profile sees new representatives from Argentina, Cambodia, Cyprus, Portugal, Saudi Arabia, South Africa and United Arab Emirates. Coupled with 50% new buyer attendance, this ensures that demand for MICE destinations, products and services at IT&CM China remain fresh. Also present this year is new media from France, Malaysia, Mexico, Spain and Vietnam.

The education component also features a couple of exciting enhancements. Today, some 23

Corporate Travel ExpertSM (CTE) participants completed the 1.5 day business travel management starter programme, offered for the first-time in Shanghai by Global Business Travel Association (GBTA) and TTG Asia Media. The opening keynote session in the afternoon, took on a new format of a panel discussion, aimed to foster interaction and sharing of knowledge and ideas among delegates.

Other highlights today include the Seller-Meet-Buyers (SMB) on-site

appointment scheduling session for sellers and buyers and the IT&CM China 2011 Opening Ceremony and Welcome Dinner at Sofitel Shanghai Sheshan Oriental. The SMB is one of two sessions that allow sellers and buyers to schedule business appointments with each other. Business appointments will be conducted over the next two event days on the 14 and 15 April.

More information is available at www.itcmchina.com.

