

IT&CM China **The Incentive Travel & Conventions,** **Meetings China**

17- 19 April 2012 Shanghai – China

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**IT&CM China became the major event for the MICE and Business
Travel in China.**

For the sixth year, IT&CM China Fully Sold IT&CM China 2012
attracts new Chinese, Asian and Presents A 30% Larger Showcase
International Exhibitors and With Fresh Procurement
Buyers.





The Incentive Travel, Conventions and Meetings China (IT&CM China) was started in 2007 and from the first edition, the event attracted hundreds of Exhibitors and Buyers from China and other countries interested in selling or buying China's MICE business whether inbound, outbound or domestic. IT&CM China is also an education and networking event in

addition to seminars and official networking functions and tours.

The sixth edition of IT&CM China took place in Shanghai between 17-19 April 2012 at the Shanghai World Expo Exhibition and Convention Center, this year event was a special one due to the participation and support as an official partner and 3rd Co-

Organiser from CITS International, China's leading Travel Agent together with the leading and MPI.

At the Official Press Conference, co-organisers Mr. Darren Ng – Managing Director of TTG Asia Media, Mr. Tong Wei - President of CITS, Mr. Li Zhuyuan – General Manager, CITS International MICE and Ms. Elaine Wu - General Manager of MPI, shared with close to 90 attending international and Chinese media, their collaborative

plans to strengthen IT&CM China. A new IT&CM China logo was revealed during the press conference. The new logo is part of the company's corporate re-branding exercise that aims to unify the IT&CM events franchise.

IT&CM China 2012 keynote session, 'China's Century: Fulfilling its Destiny as a Mega Meetings Destination,' delivered by ICCA CEO Mr. Martin Sirk, enjoyed a huge turn-out.





The evening's Opening Ceremony and Welcome Dinner extravaganza at Renaissance Shanghai Zhongshan Park officially declared the start of the business days at IT&CM China 2012.

I had the chance to meet with few exhibitors, around 70% of them already confirmed to be part of next 2013 showcase. A number of

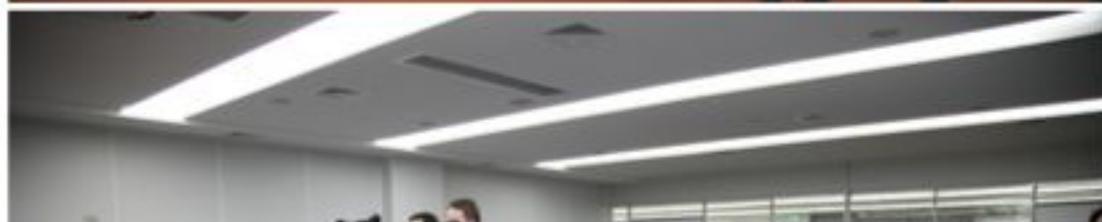
exhibitors have also showed interest in larger booth space.

The feedback from this year's delegates whether from the Buyers or Exhibitors has been extremely encouraging, and the early registrations are clear evidence of the value they see in IT&CM China.

The event's media briefings commenced with presentations by InterContinental Hotels Group, Singapore Tourism Board and Club Med and others. During these exclusive half hour sessions, the companies shared information on their respective upcoming MICE and business travel projects, with the international and Chinese media.

The hosted delegates enjoyed networking opportunities at the Hosted Luncheon by Meetings & Exhibitions Hong Kong (MEHK), Coffee Break Reception by Macau Government Tourism Office (MGTO) and the Hosted Dinner by Seoul Tourism Organization (STO) in addition to other social events.

Pre and Post tours offered for





Buyers and Media, added an extra fun and knowledge to participants.

Dubai Government had a stand for the first time, during the media Briefing and my meeting with them, they confirmed that IT&CM China is a leading event and very important to meet with Buyers from China and the world to promote Dubai as a leading MICE destination in the Middle East.

Islamic Tourism Media was invited to the event representing Middle East and Islamic Countries, I really enjoyed the event, I received excellent information from Exhibitors and had the chance to meet with Buyers and friends.

IT&CM China, is a must attended event for Meetings planners and Events organizers from different parts of the world.