

# The Strengthen of IT&CMA “ Incentive Travel & Conventions Meetings in Asia” Bangkok

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Year by year, IT&CMA ‘ Incentive Travel & Conventions Meetings ‘ is bringing together Thousands of Sellers and Buyers under One roof. The 9th Edition that took place in October 2010 was very special, more exhibitors and more buyers from around the world, it was my pleasure to attend the event and to learn more about what the Exhibitors has to offer to Buyers in regard of their facilities and services for conventions and meetings industry in Asia in particular and in the World in General, as IT&CMA is bringing Exhibitors and buyers from around the world. The Media delegates that attended IT&CMA came from different parts of the world and that’s assure that IT&CMA became an international event. Next year event will be the 10th edition and it looks that will be a very special event.





More than 13,000 IT&CMA business appointments for exhibitors, buyers and corporate travel managers took place on the 6 and 7 October at Asia's Only Doublebill MICE and Corporate Travel Event.

50% of buyers and corporate travel managers are new to the show this year. New buyer and corporate travel manager markets include Egypt, Finland, Japan, Luxembourg, Mexico, Portugal, Slovenia, Sri Lanka and Ukraine. The event witnessed an increase of 20% booth take up. Country and

city pavilions such as Singapore, Korea, Seoul, Brunei and Indonesia boasted increased exhibitor participation. Thailand clusters occupied a total of 399sqm – the largest in this year's show. Thai MICE cities that also have a larger presence at this year's event include Chiang Mai and Pattaya.

Media delegate Mr Joachim Fischer, Editor-in-Chief of Tourism Insider, Germany, commented, "Sentiment on the exhibition floor is more positive than last year, with greater opportunities for sealing

business deals. The quantity and profile of potential buyers is one of the show's strengths."

Ms Ma. Nedalin L. Miranda, Senior Convention Services Officer of the Philippines Department of Tourism, mirrors this observation, "The majority of buyers that we met look like potential clients."

Repeat buyer Mr Vineet Gopal, Director of Engee Holidays, India, remarked "Like always, the choice of exhibitors is very good and offers excellent opportunity for networking and to do serious business."

Corporate travel managers like Mr Michael Beck, Global Travel Management of Bosch Germany enjoys the duo-nature of the programme that balances objectives of education as well as procurement at the exhibition. "Conference topics this year are relevant and beneficial. On the sourcing end, there are a lot of hotel varieties to choose from. It would be nice to see more Airline companies next year." Mr Beck and his team of 9 from across Asia-Pacific are returning to the show for a second time this year.







The last day of the event also features two awards presentation. The 9th Sticky Awards recognises participants who have made the strongest impression during the event. Among the 13 Awards presented, categories include the Stickiest Function, the Stickiest Promotion, the Stickiest Buyer, the Stickiest National Pavilion (Bronze, Silver and Gold) and the Stickiest Green Booth. All awards will be presented at the Sticky Awards Lunch today.

Partner event, The 21st TTG Travel Awards will be held later





this evening in conjunction with tourism organisations in the Asia-Pacific. Please refer to separate event honours the best travel and press release for details.

