

MEDIA RELEASE

IT&CM India 2012/ 01



FOR IMMEDIATE RELEASE

TTG Asia Media Rolls Out 3rd IT&CM Event – IT&CM India 2012

IT&CM India Will Be The First In The IT&CM Series of Events To Incorporate Luxury Travel

Delhi, 6 October 2011 – TTG Asia Media – event organisers of IT&CMA and CTW (The World's Only Doublebill Event in MICE and Corporate Travel) and IT&CM China – has introduced an IT&CM event to the Indian market. Named IT&CM India, this 3rd event in the IT&CM series will be held on 21 to 23 August 2012 in Delhi NCR.

Predominantly an international MICE event, IT&CM India will adopt the proven IT&CM programme formula of business, education and networking. Industry professionals already familiar with the IT&CM concept can however expect a couple of added features to this latest event.

"IT&CM India will be the first IT&CM event to incorporate Luxury Travel in its exhibition showcase," said Darren Ng, managing director of TTG Asia Media, "as such, in addition to MICE and Corporate buyers, we will also be targeting buyers representing up-market clientele."

IT&CM India is organised in collaboration with India Convention Promotion Bureau (ICPB), with the bureau being the event's endorsing association. Delegates to IT&CM India will also gain access to ICPB's Conventions India Conclave (CIC) that features educational sessions on industry topics focusing on doing business in India. This collaboration is expected to mutually enhance both the IT&CM India and CIC offering.

Commented Rajeev Kohli, vice president of ICPB, "The board discussed this in great detail, and we decided that it was better to be part of a larger pie. This will benefit the entire industry. We have a lot of respect for TTG Asia Media and we are delighted to welcome IT&CM to India".

IT&CM India will deliver an equal mix of international and Indian delegates across exhibitors, buyers and media categories. This promotes business opportunities on all fronts – inbound, outbound and domestic. This first IT&CM India is expected to field some 300 exhibiting companies and an equal number of buyers.

About Incentive Travel & Conventions, Meetings India (IT&CM India) 2012

21 – 23 August 2012 | India Expo Centre & Mart, Delhi NCR, India

www.itcmindia.com

IT&CM India is an international MICE business, education and networking event that advances opportunities of "Promoting India to the World and the World to India". It is the first in the IT&CM series of events that also offers international and leading India exhibitors and buyers in the industry a dedicated avenue to showcase and procure luxury travel. In addition to the proven IT&CM programme formula comprising of structured business appointments, exhibition showcase, seminar sessions, official networking functions and tours, delegates to the 3-day event will also receive access to India Convention Promotion Bureau (ICPB)'s Conventions India Conclave (CIC) and other partnering events that promise to enhance their investment at IT&CM India.

Media Contact

Cheryl Tan (Ms.)

Corporate Marketing Manager

Email: cheryl.tan@ttgasia.com

Sheetal Menezes (Ms.)

Senior Marcoms Executive

Email: sheetal.menezes@ttgasia.com

Marie Lee (Ms.)

Event Executive

Email: marie.lee@ttgasia.com

TTG Asia Media Pte Ltd

1 Science Park Road, #04-07, The Capricorn

Singapore Science Park II, Singapore 117528

Tel: (65) 6395 7575

Fax: (65) 6536 0896

Website: www.ttgasiamedia.com

Event URL: www.itcmindia.com