

MEDIA RELEASE

IT&CM India 2012/ 05



FOR IMMEDIATE RELEASE

The First Ever IT&CM India Showcases Its Winning Formula

Delegates enjoy business, education and networking opportunities on the inaugural day

Noida, 21 August 2012 – The first official business day of IT&CM India opened with the event's keynote address by veteran industry speaker Mr. Martin Sirk, the CEO of International Congress and Convention Association (ICCA). Mr. Sirk addressed a packed house and spoke about competitiveness in the international MICE space and about how a nascent market like India needs to up its game to compete effectively.

He urged destinations and companies to leverage the power of teams, develop their service touch points and technology, harness their intellectual talent and use creativity to truly compete on an international level.

The keynote address was followed by the Joint Official Press Conference by IT&CM India and CIC. Mr. Chander Mansharamani, Vice Chairman of ICPB, in his speech, expressed high positivity about the future of India MICE. He said, "The Ministry of Tourism is aware of the opportunity in MICE tourism and has taken a number of initiatives to make India a preferred MICE destination." Addressing the hot topic of the Indian visa application process, he said, "The government has taken many proactive steps to make it easier for many countries to obtain visas on arrival. These changes will be put into effect very soon."

Mr. Darren Ng, Managing Director of TTG Asia Media shared in his address, that IT&CM India 2012 has attracted quality delegates from 57 countries. He attributed the quality of the delegates to a combination of working with key associations as well as to the stringent validation measures adopted by the hosting committee. Talking about the event, Mr. Ng said, "The event is small this year, with a focus on quality. Our exhibitors are in an enviable position of being able to make up to a hundred appointments over the two business days."

The Sellers-Meet-Buyers (SMB) appointment scheduling sessions began today. International as well as local buyers and sellers mingled to set up appointments which will be fulfilled over the next two business days of IT&CM India, from 22 to 23 August.

Other event highlights of the day include the pre-show tour of Old Delhi city for international buyers and media. The tour included iconic sights such as the Red Fort and Jama Masjid, as well as shopping in Delhi's famed Chandani Chowk.

The official opening of the event will be celebrated at the IT&CM India 2012 and ICPB Reception Dinner at the Ashok Hotel in Delhi.

ICPB is a non-profit organisation sponsored by the Ministry of Tourism, India, in close co-ordination and consultation with the tourism and conference industry. It is the only MICE industry grouping in India that is well-represented across all sectors, with members from hotels, airlines, tour operators, travel agents, professional conference organisers, event managers, educational institutions, central and state governments, media and more. ICPB's main objective is to propagate India's ability to hold conventions and conferences of all sizes.

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.

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