

## MEDIA RELEASE

IT&CM India 2012/ 06



**FOR IMMEDIATE RELEASE**

### **IT&CM India Exhibition Opens Its Doors To International And India MICE Delegates**

*Packed Business Schedules And Networking Highlights Enhance Event's Value Proposition*

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*Noida, 22 August 2012* – After a fulfilling Sellers-Meet-Buyers (SMB) session the day before, that saw Exhibitors satisfied with packed business schedules, appointment scheduling continued with the Buyers-Meet-Sellers (BMS) session before business discussions went into full gear on the exhibition floor.

Over 5,000 business appointments are expected to take place over today and tomorrow. These business appointments exclude any additional leads that may be generated with some 300 local Conventions India Conclave (CIC) buyers and suppliers attending the exhibition.

Commenting on the inaugural IT&CM India Exhibition, Ms. Sangeeta Taluja, Director of International Conference & Exhibition Services (ICES) believes that the showcase is an excellent platform to raise the awareness of India MICE services available. With 56 appointments lined up over two days, she is optimistic that the business prospects obtained at IT&CM India would contribute to about 25% of her expected turnover.

Another local exhibitor Mr. Rajiv Pande, Associate Vice President of Plan It! – the meetings wing of Creative Travels hopes to find suitable partnerships with inbound and outbound travel buyers as well as incentive travel buyers here at IT&CM India. Incentive travel in particular comprises a significant portion of the company's turnover.

Buyers are also thrilled at the opportunity of sourcing for new suppliers. Said international buyer Ms. Sara Pattemore, Senior Program Manager of Global Tracks, "We've been working with one DMC in India for a long time and wanted to shop around for others. I've met with some really high quality exhibitors like ITH and Travelite. As we work with universities and MBA programmes, we would love to see more educational institutes exhibit at the event." This sentiment mirrors that of other buyers who are hopeful of an even bigger show next year.

Other business activities taking place today include the media briefings by Malaysia Convention & Exhibition Bureau and Ministry of Tourism and Creative Economy Indonesia. Partner sessions, Fundamentals of Business Travel Management™ Course – Associate Level by Global Business Travel Association (GBTA) and IMEX-MPI-MCI Future Leaders Forum also commence today. The GBTA certification programme is the internationally renowned course's first foray into India's corporate travel market and will see eight

participants from Shell (Hazira LNG Pvt Ltd), Amdocs Development Center India Pvt Ltd., Cognizant and Lovely Group complete the one day course.

Buyers and Media will also be treated to luncheons and dinners hosted by Meetings & Exhibitions Hong Kong (MEHK) and Ministry of Tourism & Creative Economy Indonesia respectively at Jaypee Greens Golf & Spa Resort today.

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

**21 – 23 August 2012 | India Expo Centre & Mart, Delhi NCR, India**  
**[www.itcmindia.com](http://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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