

## MEDIA RELEASE

IT&CM India 2014/ 04



*FOR IMMEDIATE RELEASE*

### **Euromic Now On Board IT&CM India 2014**

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*Singapore, 9 July 2014* – Euromic, one of the world’s most expansive group of destination management companies, is now on board IT&CM India 2014.

Executive Director, Christophe Verstraete said, “India is the third fastest growing global economy, and well positioned for an un-paralleled development within the travel and tourism sector. As Indian companies look for business opportunities around the world, outbound business travel and MICE are estimated to be expanding at a greater pace than leisure.”

“Our members see a growing interest for long haul destinations as most corporates, over the last few years, have visited Asia countries for their MICE travels. Special interest products are also gaining popularity in the Indian market, making DMC’s power of local knowledge, special tailor-made itineraries and services even more essential,” he continued.

Expressing his excitement on having their local Euromic member, Creative Travel, on board IT&CM India, Verstraete said, “India has always been an enchanting destination for tourists from all around the world. In recent times, it has emerged as a hub for MICE tourism as well. Overall, as a destination, India offers excellent accessibility, amazing accommodations, unique incentive options and cost effectiveness, making it an ideal MICE destination. This is where our local member, Creative Travel’s expertise lies in. As one of the finest DMCs in the Indian region, Creative Travel’s two and a half decades experience handling clients from all over the world has allowed them to create the most memorable programmes.”

Echoing Verstraete’s comments, local Euromic member Ashish Sehgal, Senior General Manager – Sales of Creative Travel, said “IT&CM is the region’s leading trade show brand for the meetings and events industry. As a strong stakeholder in India, it is beneficial for Creative Travel to participate in the show as IT&CM India ensures the attendance of top level decision makers – the people we want to meet with. We are confident we are able to achieve our business objectives like greater market penetration, international publicity and increasing new customer base through IT&CM India.”

Euromic had recently concluded their first IT&CM Event at Shanghai earlier this year. Citing their successful experience at IT&CM China, Verstraete remarked, “IT&CM China was professionally organised and gave us the opportunity not only to be present in this important emerging MICE market and to meet with Chinese MICE agencies, but also allowed our local member, Destination China, to showcase its destination and

services to the Euromic group of European hosted buyers during its exclusive post-show tour in Shanghai and Hangzhou. We look forward to a successful IT&CM India 2014.”

IT&CM India will take place from 19 to 21 August 2014. For more information on IT&CM India, visit [www.itcmindia.com](http://www.itcmindia.com)

## ABOUT IT&CM INDIA 2014

### The Leading International MICE Event In India

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”. The event delivers both international and Indian delegates across exhibitors, buyers and media categories, thus promoting business opportunities on all fronts – inbound, outbound and domestic. Launched in 2012, the 3-day event embodies the proven IT&CM programme formula comprising of structured business appointments, exhibition showcase, seminar sessions, official networking functions and tours. The show has been incorporating Luxury Travel since its inauguration. IT&CM India is part of the IT&CM Events series organized by TTG Events, a business group of TTG Asia Media.

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