

MEDIA RELEASE

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FOR IMMEDIATE RELEASE

KW Conferences – India’s First Accredited Professional Conference Organiser – Partners IT&CM India

KW to front the debut of 2014 event’s Association Day and Corporate Performance Forums

Singapore, 12 May 2014 – KW Conferences, India’s first accredited Professional Conference Organiser (PCO) has joined hands with IT&CM India to lend its over 20 years of expertise to develop and deliver the show’s inaugural Association Day and Corporate Performance forums. Slated on 20 and 21 August 2014, expert speakers from various industries will present on topics catered specifically for attending association buyers and corporate travel professionals from India or with operations based in India.

Educational topics such as “The Importance of Professionalising Association Management”, “Best Practices – Developing Middle Level Association Professionals” and “Benefits of Attracting International Meetings to India” aim to provide attendees with an in-depth understanding of association management in India.

Ooi Peng Ee, General Manager of TTG Events said, “With the success garnered at IT&CM China and IT&CMA and CTW Asia-Pacific’s Association Day and Corporate Travel forums, we are sure that we will be able to replicate the proven and tested format at IT&CM India. The unique valuable proposition of IT&CM India’s educational tracks will be absolutely tailored for the Indian market.”

He went on to add, “Participants will be able to benefit immensely from expert speakers well-versed with the unique landscape of the India association and corporate performance market segments. Topics will cover key issues important for Indian corporations, as well as expert advice on tackling the challenges of the Indian market.”

Monimita Sarkar, Managing Director of KW Conferences expressed, “KW Conferences is extremely delighted to announce this strategic partnership with IT&CM India. This is an excellent opportunity to engage India’s Association Executives and Corporate Performance professionals on a deeper level and further enhance their growth and relevance both locally and globally.”

“With KW Conferences’ two decades of experience in the meetings management industry and in-depth knowledge of the Indian market, coupled with IT&CM Events’ conference and exhibition platforms, we are certain that the Association and Corporate Performance market segments can reach new horizons,” she continued.

In addition, KW Conferences will also be leading a delegation of 50 Indian buyers from across the MICE, Luxury, Corporate and Association market segments. Sarkar believes that IT&CM India is an important platform for their Indian buyers to get in touch with top notch international and domestic suppliers.

IT&CM India will take place from 19 to 21 August 2014. For more information on IT&CM India, visit 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.

MEDIA CONTACT

Olivia Ng (Ms.)

Events Executive

Email: olivia.ng@ttgasia.com

Eileen Teo (Ms.)

Marketing Executive

Email: eileen.teo@ttgasia.com

Cheryl Tan (Ms.)

Corporate Marketing Manager

Email: cheryl.tan@ttgasia.com

TTG Events – A Business Group of TTG Asia Media

TTG Asia Media

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

Singapore Science Park II, Singapore 117528

Tel: (65) 6395 7575

Fax: (65) 6536 0896

Corporate Website: www.ttgasiamedia.com

Event URL: www.itcmindia.com