

CHINA'S PREMIER ANNUAL MICE EXPO 'IBTM CHINA' RETURNS TO BEIJING

*World's MICE industry converging on China National Convention Center
12-13 September, 2018*

Beijing, June 15, 2018 – China's premier annual MICE expo for the meetings, incentives, conferences and events industry, IBTM China, returns to Beijing on 12-13 September 2018 at the China National Convention Center (CNCC)

Against the backdrop of dynamic growth of China's MICE market, this year's edition of the expo formerly known as CIBTM is expected to attract 4,000 industry visitors – 33% more than last year.

One of Asia's premier MICE industry expos features a stellar line-up of trade exhibitors, industry experts discussing latest trends and innovations, networking events and matchmaking to bring trade visitors and exhibitors together for two days packed full of pre-scheduled business meetings.

Exhibitors from tourism and convention boards to leading hotel groups, airlines and other industry players include world-renowned tourism destinations such as New Zealand, South Korea, Sri Lanka, New York, Los Angeles and San Francisco – along with the Russian Convention and Exhibition Bureau leveraging Russia as a hot new destination as home to the 2018 FIFA World Cup.

Among trade visitors are a record 400 high-profile, corporate hosted buyers from 49 international destinations on a 'Hosted Buyer Programme' sponsoring key MICE industry decision makers.

Over 60% of Hosted Buyers including representatives from Infinitus, DiDi Chuxing and HelmsBriscoe allocate control annual budgets of more than US\$1 million, noted IBTM China Project Manager Nicole Ci.

"Our Hosted Buyer programme has soared from 7.3% to 35% of 2,500 suppliers and 15,000 invited international trade visitors, gearing 2018 IBTM China to reach more direct decision makers than ever before," she said.

A packed programme of seminars discuss cutting-edge innovations and trends in creating world-class MICE events, along with new technologies and latest industry innovations unveiled at dedicated showcases.

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“We’ve spent the last 30 years helping the international events industry connect, make meaningful relationships and do business,” added Ms. Ci.

“IBTM China is a rare opportunity to connect and re-connect with some of industry’s most influential people all under one roof, returning with a plethora of valuable new connections with venues, destinations, event and technology suppliers.”

IBTM China is the most established gathering for the region’s MICE (meetings, incentives, conferences and events) industry, bringing two focused days of unrivalled networking, business opportunities and inspirational education to drive business forward.

As China’s MICE industry and outbound MICE tourism has grown rapidly with global economic integration and the phenomenal rise of China’s economy, the event is designed to build a bridge between the world and China, promoting connection, cooperation and innovation, while boosting the development of Chinese MICE market.

IBTM China is staged annually by Reed Travel Exhibitions (RTE), the world’s leading travel and tourism events’ organiser.

For more information and to apply to become an exhibitor, please visit www.cibtm.com

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ibtm CHINA
BEIJING, CHINA
12-13 September 2018



IBTM China brings the global events industry together in one room for two days packed full of pre-scheduled business meetings



Take control of your meetings diary thanks to our matchmaking system - you'll only meet with people with whom there's a great chance you'll do business

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Notes to Editors

About IBTM

IBTM, part of Reed Travel Exhibitions (RTE) is the world's leading showcase for the meetings and events industry (also known as MICE) with a portfolio of 6 global and regional events providing business solutions on 5 continents. They include IBTM World, IBTM Arabia, IBTM Africa, IBTM Americas, IBTM China and AIME.
www.ibtmevents.com

IBTM® China (www.cibtm.com) is China's premier MICE industry expo held in Beijing every year. In order to record accurate number of attendees, it is only accessible to industry players.

About Reed Travel Exhibitions

Reed Travel Exhibitions (RTE) is the world's leading travel and tourism events' organiser, with a wide-ranging portfolio of 22 international events in 13 countries throughout the Americas, Europe, the Middle East, Asia Pacific and Africa. Its market-leading, business-to-business events cover all elements of travel and tourism, including leisure travel, luxury travel, meetings, events, incentives and business travel, as well as golf and ski travel.

Reed Travel Exhibitions is affiliated to Reed Exhibitions.

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