

July 2018

IBTM China reveals details of its 2018 Knowledge Programme

IBTM China has announced a packed programme of events for its market-leading Knowledge Programme ahead of its event in Beijing on 12-13 September.

IBTM China's Knowledge Programme will explore topics across ten key areas. This will include advances in the new wave of Chinese tech innovation and its effect on the global technology scene. Also on the agenda is a study into the associations market in China and how this will contribute to the growth of the industry; how to sell incentive travel to business leaders and an insight into the latest global industry trends report.

This year's speakers include Alicia Yao Hong, Managing Director, IME Consulting; Matthew Brennan, Co-founder and Managing Director, China Channel; Noor Ahmad Hamid, Regional Director Asia Pacific, ICCA; and Rosemary Ma, Beijing Sinofastlane.

Nicole Ci, Event Manager, IBTM China, says: "We are delighted to announce an exciting programme of inspirational educational content for this year's event. Our Knowledge Programme continues to be a huge draw for attendees who are eager to learn and take fresh ideas back to the workplace in the burgeoning Asian market."

Nicole continues: "This year's event is also showing strong exhibitor sales and Hosted Buyer registration, and we look forward to bringing leading suppliers and professionals from the meetings and events industry together under one roof to meet, network, learn and do business."

Several new international exhibitors confirmed for this year's event include: Meliá Serengeti Lodge, Corinthia Hotels, West Prairie Tourism, GL Events, Astana CVB and Russia CVB, as well as many returning exhibitors such as San Francisco Travel Association, Sri Lanka Convention Bureau and South African Tourism. Chinese exhibitors include Beijing Xicheng Tourism, Shanghai New International Expo Center, and Macau Government Tourist Office.

Lluc Morell, Sales Manager for Meliá Serengeti Lodge, said: “We are delighted to be exhibiting at IBTM China for the first time this year. Access to Hosted Buyers in the vast and growing Asian market is an important part of our business growth strategy, and we are looking forward to making many valuable business connections at the show, as well as meeting with industry peers and keeping up to date with market developments and trends.”

Association and corporate Hosted Buyers have signed up to attend from countries including Hong Kong, Singapore, Macau and Russia, as well as 58 domestic Chinese buyers. Companies signed up so far include Philips, Provident Capital Group Inc., Korea MICE Association, and CTS Travel International (Guangdong) Ltd.

IBTM China is the number one event for the region's MICE industry, gathering over 5,000 global meetings industry professionals together for two days full of pre-scheduled business meetings. The event uses IBTM's bespoke 'matchmaking' software to provide each Hosted Buyer with a pre-arranged schedule of meetings to ensure that buyers only meet with people with whom there's a great chance they'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 5 global and regional events providing business solutions on 5 continents. They include IBTM World, IBTM Arabia, IBTM Africa, IBTM Americas and IBTM China.

www.ibtmevents.com

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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 travel.

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