

August 2018

IBTM China 2018 – A Gateway to the Chinese MICE & Travel Industry

IBTM China, China's premier annual MICE industry expo, will take place at the China National Convention Centre in Beijing from 12-13 September 2018.

This two-day event will be packed with pre-arranged high quality business meetings with exhibitors and event planners mutually matched by IBTM's bespoke 'matchmaking' software; tailored networking events and informative, inspiring and motivating education sessions, providing customers with an unrivalled platform to make connections and, ultimately, do business in the region.

Preparations for this edition of IBTM China, from exhibitor sales, registration of Hosted Buyers and creation of its market-leading Knowledge Programme, are well underway. The event is also seeing increasing influence and reputation, buoyed by social media marketing channels.



This year the registration of Hosted Buyers is significantly ahead of target. Nicole Ci, Event Manager, IBTM China, says: "Our confirmed Hosted Buyers are mainly from seven fields, including medical care, finance & insurance, direct sales, IT & communications, PR, consumer goods businesses and MICE-focused travel agencies."

New Hosted Buyers include representatives from some of the globe's best-known pharmaceutical business, such as Bayer China, Johnson & Johnson Medical, Merck China, Boehringer Ingelheim, ABBVIE, to name a few; market-leading finance and insurance

companies, including CICC, Ping An Life Insurance, DBS Bank, NTUC Income-Singapore; direct sales businesses including Infinitus, Marykay China, Perfect; IT & communications companies such as Lenovo, Didi, Meituan, ALE Co.,Ltd.; PR agencies, such as CYTS-linkage, Helms Bricoe Asia, MCI Group Asia Pacific; consumer goods brands, such as Carrerfour China, IKEA, Philips, Danone Nutricia; and MICE-focused travel agencies, including Bravolinks, UMICE, China Comfort, CTS Travel International, etc.

“We are delighted and proud of having record-breaking numbers and quality of Hosted Buyers, which is stronger than that at China’s counterpart exhibitions. To have so many high profile corporate buyers in one place will bring huge business opportunities for our exhibitors!” continued Nicole Ci.

Corporate buyers this year make up 30% of the total. An average of 50 new Hosted Buyers are being approved each week, with an expected final number of over 350.

To date this year, two major new Hosted Buyer groups have confirmed, including Merak, a MICE tech company, which will bring 20 high quality corporate buyers from Shanghai, and Accor Hotels Group, which will bring 10 buyers from Singapore and Malaysia.

“We are very grateful for these two groups’ support. This will help take the quality of our buyers to an even higher level,” added Nicole Ci.



This year’s event is expected to attract over 300 exhibitors from 30 regions in China and 20 international destinations. Several new international exhibitors confirmed for this year’s event include: Russia CVB, Astana CVB, GL Events, Royal Caribbean Cruises, Corinthia Hotels, Pilot USA + TotalMax Homes Solutions, Vietnam Airlines, Meliá Serengeti Lodge, as well as many returning exhibitors such as San Francisco Travel Association, Tourism New Zealand and South African Tourism. The current number of registered exhibitors is at 90% of target and is on track to meet target by the end of August.

The number of visitors is estimated to reach 4,000, a 33% year-on-year increase. IBTM China has noted an increase in registered visitors from the sports industry as well as more corporate visitors.

In addition, IBTM China has recruited a stellar line-up of speakers for the Knowledge Programme, which will explore topics across ten key areas, including 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 Mr. Zhou Honghui, General Manager from CCT travel agency; 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're constantly evolving our event to ensure it continues to meet the needs of our customers and that it leads the way in terms of inspiring and educating visitors. From introducing exhibitors from regions looking to make a real impact on the events industry and international exhibitors looking to grow their business in China, to inviting new Hosted Buyers keen to place business in China, and running high quality targeted education sessions, each year our event brings something new and exciting to our audience."

As China's MICE industry and outbound MICE tourism has grown rapidly with global economic integration and the phenomenal rise of China's economy, IBTM China, as the most established gathering for the region's MICE industry, is designed to build a bridge between the world and China, promoting connection, cooperation and innovation, while boosting the development of Chinese MICE market.

For more information, please visit www.cibtm.com

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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 4 global and regional events providing business solutions on 4 continents. They include IBTM World, IBTM Arabia, 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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