

MEDIA RELEASE

CTW China 2015 / 01

11 Topics At First Corporate Travel World (CTW) China In Shanghai Revealed *Event Will Open To 100 Corporate Travel Professionals*

Singapore, 16 December 2014 – The first instalment of Corporate Travel World (CTW) China will launch in Shanghai from April 14 to 16 at the Shanghai Convention & Exhibition Center of International Sourcing. Organised by TTG Events and Carlson Wagonlit Travel, China, the inaugural event will open with 11 tailored topics centered on Corporate Travel Fundamentals and Corporate Meetings & Events for the China market. Together, the educational sessions will form a comprehensive knowledge suite that cover industry updates, trending issues, first-hand case studies and even supplier-perspective topics.

The trending topics include Cost Saving approaches, Corporate Cards, China's legal landscape, Travel Technology and Strategic Meetings Management, while one of the 2 case studies featured will provide a first-hand account into China's anti-graft campaign, the challenges posed to corporate MICE meetings and how corporates are succeeding in this climate. The other case study will focus on travel cost savings. Supplier perspective sessions are also in place to shed knowledge on the different aspects of a managed travel programme. The 2 supplier topics will be dedicated to the air and hotel components. A much anticipated topic "Do business meetings and incentive travel belong in the corporate travel programme?" aims to underscore the benefits of looking holistically at corporate travel, corporate events and incentive travel, as well as how and why they should be managed as a whole.

Some 100 Corporate Travel professionals comprising of 20 International and 80 Chinese delegates hailing from various industries - airline, pharmaceutical, telecommunications, financial services and international trade are expected to attend. About 60% will be hosted to the event.

Sharing her thoughts on being one of the first participants of CTW China, Emily Tang, Business Travel Category Sourcing Manager of Novartis Pharmaceutical, China said, "I had a positive experience at the corporate travel roundtable series organised by TTG Events. With CTW China, I believe I will have more opportunities to understand from the various MNCs on the latest trends of corporate travel management and best practices such as how to procure effectively to attain higher cost savings strategies for the organisation."

Stephanie Ye, Assistant Marketing Manager of Philips Healthcare, China concurred, "I look forward to sharing my corporate travel experience with fellow industry peers, and at the same time I gathering insights on challenges and solutions on corporate travel issues."

"The feedback garnered through a series of roundtable sessions that had been held over the year in various Chinese cities for the Chinese corporate travel professionals affirms our decision that there is a clear need for the localisation of industry knowledge to suit attendees. The CTW China conference programme will focus on the specific needs of the Chinese market," expressed Ooi Peng Ee, General Manager of TTG Events.

Carlson Wagonlit Travel, China's Managing Director, Albert Zhong agrees, "We believe CTW China will reinforce our reputation and credibility in the marketplace. Being one of the first-movers in this aspect gives us the opportunity to grow alongside the industry."

The inaugural Corporate Travel World China will be held from 14 – 16 April 2015 in Shanghai and is part of the Shanghai Business Events Week 2015 line-up. For more information, log on to www.corporatetravelworld.com/china

CTW CHINA 2015

Date: April 14 to 16, 2015
Venue: Shanghai Exhibition & Convention Center of International Sourcing, China
Event URL: www.corporatetravelworld.com/china

CTW CHINA EVENT DESCRIPTION

The Leading Corporate Travel Management Conference For China

Since 2015, CTW China has been the market's answer to the proliferation of business travel & entertainment (T&E) activities from Chinese-grown companies and multi-national corporations based in China. This market-driven event is thus dedicated to raising the sophistication of Chinese corporate travel professionals who manage the T&E needs for their organisations. By localising best global practices and cultivating a sustainable expert and peer-sharing knowledge support network, CTW China is at the helm of enabling local influencers, planners and decision makers of corporate travel functions to get the most of their T&E decisions.

Co-located with IT&CM China, CTW China is part of the CTW Events series co-organised by TTG Events, a business group of TTG Asia Media and Carlson Wagonlit Travel, China.

MEDIA CONTACT

INTERNATIONAL

TTG Asia Media Pte Ltd

1 Science Park Road, #04-07, The Capricorn
Singapore Science Park II, Singapore 117528

Tel: (65) 6395 7575

Fax: (65) 6536 0896

Event Website: www.itcmchina.com | www.corporatetravelworld.com/china

Event Email: itcmchina@ttgasia.com | ctwchina@ttgasia.com

Eileen Teo (Ms.)

Marketing Executive

Email: eileen.teo@ttgasia.com

Cheryl Tan (Ms.)

Corporate Marketing Manager

Email: cheryl.tan@ttgasia.com