

MEDIA RELEASE

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Luxury Player Chic Outlet Shopping® Joins IT&CM China 2015 For The First Time

Singapore, 24 February 2015 – Fresh from a successful stint at IT&CMA and CTW Asia-Pacific 2014, Chic Outlet Shopping®, a unique outlet shopping concept created by Value Retail, has confirmed its participation at IT&CM China 2015.

Chic Outlet Shopping® will showcase its unique MICE offer which combines luxury brand shopping with incentives, meetings and events in bespoke packages for businesses. Home to leading luxury fashion and lifestyle brands with savings of up to 60%, the ten Villages in the Collection across Europe and China are ideally situated for inclusion on business travel itineraries due to its locations in regions of cultural and historic renown.

Marcelo Molinari, Deputy Tourism Director – Global Marketing Team of Value Retail underscored the unique setting of Chic Outlet Shopping® for business meetings, “Shopping is becoming an increasingly popular choice for Business Tourism events. Each unique destination, with architecture inspired by the region of its location, offers luxury shopping from internationally-renowned brands in a safe, secure and atmospheric ‘village’ setting. Defined by high fashion, superior service and hospitality, a calendar of celebrated events and exceptional value for money, the Villages have become international tourist destinations in their own right.”

He went on, “There are on-site experts in each Village who will create tailored programmes based on clients’ individual objectives. Event organisers can fully utilize the exclusive hire of the Village and use of VIP facilities, extensive bespoke branding opportunities to fully customize guests’ experience, valet parking on arrival, private boutique viewings and private dining in VIP suites or restaurants.”

The World Tourism Cities Federation reports that the volume of expenditure by Chinese tourists has hit a new high, with an increase of 26.8% from 2012 to 2013. Wang Lei, Director of C.I.T.S International MICE shared insights from the Chinese clientele he serves, “There is a rising trend of Chinese travellers heading to such shopping destinations. Suppliers like Chic Outlet Shopping® are in a prime position to ride on this trend with their unique offerings.”

Of particular interest to IT&CM China delegates will be the latest Village in the Collection and the brand’s first in China, Suzhou Village, near Shanghai. Opened in May 2014, Suzhou Village is located on the picturesque shores of the Yangcheng Lake and has a distinctive selection of international and Asian brands. With extensive facilities for Business Tourism groups, including a private lounge, rooftop terrace and multi-function rooms for business presentations, Suzhou Village makes the perfect setting for groups and events of any size. A Shanghai village – the 11th in the collection – is scheduled to open in October this year.

For more information on Chic Outlet Shopping® offerings in China, visit their booth at IT&CM China from 14 to 16 April 2015.

For more information on IT&CM China, visit www.itcmchina.com

ABOUT IT&CM CHINA 2015

IT&CM China 2015 will be held from April 14 to 16 at Shanghai Exhibition & Convention Center of International Sourcing. This is the 9th instalment of the international MICE event that seeks to “Promote China to the World and the World to China”. The 2015 event expects an attendance of 3,000 MICE professionals from sectors including DMCs, PCOs, corporate travel and associations, some 400 hosted delegates, over 10,000 business appointments as well as over 60 business, education and networking sessions.

The event is organised by TTG Events, a business group of TTG Asia Media, CITS International M.I.C.E – a wholly-owned subsidiary of CITS (China International Travel Service) and MP International. It has the support of Shanghai Municipal Tourism Administration (**SMTA**), Shanghai Convention & Exhibition Industries Association (**SCEIA**), euromic, International Association of Professional Congress Organisers (**IAPCO**), International Congress & Convention Association (**ICCA**), MICE Committee of CATS, Meeting Professionals International (**MPI**), Outbound Tour Operators Association of India (**OTOAI**), Pacific Asia Travel Association (**PATA**), Society of Incentive Travel Executives (**Site**) China chapter and World PCO Alliance.

Co-located with CTW China – The Leading Corporate Travel Management Conference For China, IT&CM China is proud to be the anchor event of the Shanghai Business Events Week 2015 for the 5th year running.

More information is available at www.itcmchina.com.

IT&CM CHINA EVENT DESCRIPTION

The Leading International MICE Event In China

Since 2007, IT&CM China has established itself as China’s leading international Meetings, Incentives, Conventions and Exhibitions (MICE) business, education and networking event, dedicated to “Promoting China to the World and the World to China”. Bringing together Chinese and International MICE exhibitors and buyers in one dynamic marketplace, IT&CM China is the platform for international and leading Chinese players in the MICE industry to explore business opportunities on all fronts – inbound, outbound and domestic. Delegates to the 3-day event receive the best return on their investment in business, education and networking through structured business appointments, exhibition showcase, seminar sessions, official networking functions and tours. Co-located with CTW China, IT&CM China is part of the IT&CM Events series organised by TTG Events, a business group of TTG Asia Media. This event is co-organised by CITS International M.I.C.E – a wholly-owned subsidiary of CITS (China International Travel Services), and MP International.

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