



CTW

中国 China
国际商旅大会



SPONSORSHIP GUIDE 2024

主办机构

TTG | Events 



 **信致会展**
XIN M.I.C.E.



A Message For You

Dear Prospective Sponsor,

We would like to take this opportunity to thank you for your interest in Corporate Travel World (CTW) China. Sponsor support aids us in our continuous efforts to educate and nurture Corporate Travel competencies and best practices within the Greater China region.

Co-located with IT&CM China as China's Only Doublebill Event in MICE and Corporate Travel, 2023's iteration attracted over 150 key decision makers who plan, execute, influence and manage their company's travel and entertainment (T&E), as well as meetings and events (M&E). CTW China 2024 returns even bigger and better with XIN MICE (Beijing) Co., Ltd. of CITIC Tourism Group joining as co-organizer. XIN MICE (Beijing) Co., Ltd. is a Central Enterprise, and will inject fresh content into the series. Through the participation experience, corporate travel professionals can meet and learn various perspectives from industry leaders and peers, keeping abreast of the leading edge while honing their domain expertise. The event gives our sponsors the opportunity to share how their products and services can facilitate our delegates' job functions and address pain points.

In this guide, you will find numerous sponsorship opportunities that can give your brand unparalleled reach to this niche audience of corporate travel decision makers. Each and every delegate is validated and qualified prior to being offered hosting at our event. We believe that there is no better platform than CTW China to help you reach your sales and marketing goals for this segment.

Contact us for an in-depth discussion. We look forward to welcoming you on board our sponsorship programme.

Sincerely,

Corporate Travel World (CTW) China 2024 Team

About CTW China

Co-Organised by TTG Events and XIN MICE (Beijing) Co. Ltd.

CTW China is dedicated to building the body of industry knowledge and cultivating best practices relating to China's business travel policies and decision-making process. Branded and modelled after TTG Asia Media's Corporate Travel World (CTW) Asia-Pacific, the China edition is aptly named CTW China to reflect the show's focus on the interests and requirements of this geographical region. Similar to its 25-year flagship APAC counterpart, CTW China boasts a full-fledged conference programme coupled with structured procurement sessions with relevant suppliers and a multitude of networking avenues that address corporate travel professionals participation objectives.

CTW China possesses powerful differentiators that stem from the choice of topics, profile of invited speakers and targeted audience. The event is deliberately focused completely on the Greater Chinese market. Participants will be able to benefit immensely from discussions on salient issues key to Chinese corporations, as well as expert advice from experienced practitioners operating in the same environment, facing the same market forces and challenges.

As the definitive education event for China's corporate travel industry, CTW China is the choice platform for suppliers of corporate travel products and services to connect and engage with the industry.

CTW China 2024 will be held in conjunction with IT&CM China 2024 from 26 March to 28 March 2024.

About CTW China

6 Compeilling Reasons Why Delegates Choose CTW China



Target Audience

Through the annual conference and exhibition, CTW China reaches out to **key decision makers**, who influence and manage their organization’s corporate travel arrangement and budget, set and manage corporate travel policies and ensure corporate travel compliance. CTW China also welcomes Meeting & Events professionals to attend.



Target audience for CTW China 2024 includes:

- Corporate Travel Manager/ Planner/ Specialist
- Purchasing/ Procurement Manager
- Indirect Procurement/Sourcing Manager
- Executive Secretary/ Assistant
- Human Resource Manager
- Finance Manager
- Office Manager
- Administration Manager
- Meeting & Events Planner/Manager
- Corporate Incentive Manager/Planner

Conducive learning and Close-Knit Networking at CTW China 2024

320 Corporate Travel Professionals

25 Expert Speakers & Thought-Leaders Over 5 Education Sessions

Corporate Travel Buyers Include **Accenture, Baidu, IBM, Nestle China, Novartis China, Tencent, Wanda Group** and more

100 Validated and Hosted Corporate Buyer (70% Domestic - 30% International)

Companies Who Have Previously Participated

<p>3M CHINA LIMITED AB INBEV (CHINA) CO., LTD. ABBVIE ACCENTURE ACCENTURE (PHILIPPINES) AIR LIQUID (CHINA) HOLDING CO.,LTD AIR PRODUCTS AKZONOBEL ALIBABA GROUP ARISTON THERMO (CHINA) CO.,LTD ASTRAZENECA CHINA AVON BAIDU BAIDU ONLINE NETWORK TECHNOLOGY (BEIJING) CO., LTD. BANK OF AMERICA MERRILL LYNCH BAYER (CHINA) LIMITED BEIGENE BEIJING BRUNSWICK CONSULTANCY LTD SHANGHAI BRANCH BEIJING SCRIANEN PHARMACEUTICAL CO.,LTD BOSCH BP BRUNSWICKGROUP BSH GROUP BSH HOME APPLIANCES HOLDING (CHINA) BUREAU VERITAS QUALITY SERVICE (SHANGHAI) CADENCE CARGILL CARREFOUR CHINA MANAGEMENT & CONSULTING SERVICE CO., LTD. CBRE SOUTH ASIA PVT. LTD CCA TRANSPORT PL CEFC CHINA ENERGY COMPANY LIMITED CHINA AEROSPACE SCIENCE & TECHNOLOGY CONSULTING CO., LTD. CHINA INTERNATIONAL CAPITAL CORPORATION CHINA RESOURCES NETWORK CIMC CONTINENTAL AUTOMOTIVE CONTINENTAL AUTOMOTIVE COMPONENTS CORDIS (SHANGHAI) MEDICAL DEVICE CO., LTD. COVESTRO DAIMLER GREATER CHINA LTD. DASSAULT SYSTEMES DDB MUDRA PVT LTD DELL GLOBAL PROCUREMENT DELTA ELECTRONICS(SHANGHAI) CO.,LTD DNV GL DONGFENG COMMERCIAL VEHICLE CO., LTD. DOVER CORPORATION ECOLAB (SHANGHAI) EDDINGPHARM EDWARDS (SHANGHAI) MEDICAL PRODUCTS ELI LILLY ENVISION ENERGY ERICSSON (CHINA) COMMUNICATION CO.,LTD</p>	<p>FERRING FERRING PHARMACEUTICALS (ASIA) CO. LTD. FESTO FORD MOTOR COMPANY FRIESLANDCAMPINA FUJI XEROX FUJI XEROX ASIA PACIFIC PTE LTD GENERAL ELECTRIC GENERAL MOTORS GOLDEN CONCORD GROUP LIMITED GREEN CLIMATE FUND GSK CHINA H&M HENNES & MAURITZ (SHANGHAI) TRADING CO.,LTD. HAIER HARMAN INTERNATIONAL INDIA PVT LTD HENAN XINLIANXIN CHEMICALS GROUP HERBALIFE CHINA HONG KONG JASMINE TECHNOLOGY LIMITED HUAWEI HUNTSMAN IBM IKEA IMS HEALTH INDIA PVT LTD INDIA YAMAHA MOTORS PVT LTD INTEGRATED MICRO-ELECTRONICS INC INVENTIONS 'R' US JD.COM JOHN DEERE JOHNSON CONTROLS K S WORTH INTERNATIONAL KEYSIGHT LANXESS LEAR LEGRIS INDIA PVT LTD LENOVO LI & FUNG TRADING (SHANGHAI) CO., LTD. LILLY CHINA LLOYDS REGISTER LONEPINE GROUP OF COMPANIES LORD INTERNATIONAL TRADING (SHANGHAI)CO.,LTD LORD INTERNATIONAL TRADING(SHANGHAI) L'OREAL LOUIS VUITTON MAHINDRA LOGISTICS LTD MANULIFE INDONESIA MARS FOODS (CHINA) CO., LTD/MARS WRIGLEY CONFECTIONERY (CHINA) LIMITED MASHIDA HOILDING (M) SDN BHD MEDTRONIC MERCK MERCK HOLDING CHINA CO LTD METLIFE MICHELIN CHINA MSD MSD INTERNATIONAL GMBH (SINGAPORE)</p>	<p>NATIONAL OILWELL VARCO NBHX NESTLE (CHINA) CO LTD NEW ENERGY REAL ESTATE NIELSEN NIO CO., LTD. NOKIA SHANGHAI BELL CO., LTD. NOVARTIS CHINA NUTRICIA OMRON OSRAM OTIS ELECTRIC PHILIPS PHILIPS HEALTHTECH CHINA PLUMBERS SUPPLIES CO-OPERATIVE LTD PROVIDENT GLOBAL CAPITAL GROUP PT ENERO INTERNUSA / ERRY GUNA GROUP PT INDIKA INTI PROPERTI PT MITRABAHTERA SEGARA SEJATI TBK (MBSS) PURCHASING PROCESS INNOVATION CENTER ROBERT WALTERS ROCHE DIAGNOSTICS (SHANGHAI) LTD. ROCHE DIAGNOSTICS (SUZHOU) LTD. ROCHE PHARMACEUTICALS SHANGHAI LTD. ROCHE R&D CENTER (CHINA) LTD. ROCKWELL AUTOMATION SCICLONE PHARMACEUTICALS SF GROUP SHANGHAI QUANFU INDUSTRY CO., LTD. SHANGHAI YIBO INTERNATIONAL TRAVEL SHENZHEN TENCENT COMPUTER SYSTEMS LTD. SIEMENS CHINA SIEMENS HEALTHCARE LTD SIMCERE PHARMACEUTICAL GROUP SPXFLOW STANDARD CHARTERED BANK STANLEY BLACK & DECKER, INC. SUNING COMMERCE GROUP CO.,LTD SWIFT BRIDGE TECHNOLOGIES (M) SDN. BHD. TAKEDA (CHINA) HOLDINGS CO., LTD TAVANT TECHNOLOGIES INDIA PVT LTD TENCENT GROUP TETRA PAK TEXAS INSTRUMENTS (SHANGHAI) CO., LTD. THERMO FISHER SCIENTIFIC (CHINA) CO., LTD THYSSENKRUPP ELEVATOR CHINA TONGCHENG TOPONE MEDIA VALEO VATTIKUTI TECHNOLOGIES INDIA PVT LTD VOLVO WALMART WANDA GROUP WSE YANFENG GLOBAL AUTOMOTIVE INTERIOR SYSTEM ZF (CHINA) INVESTMENT CO., LTD.</p>
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Previous Sponsors & Exhibitors



Reviews from Past Participants

“Hong Kong Tourism Board is thrilled to lead a strong alliance of over 30 Hong Kong trade partners from hotels, attractions to DMCs to showcase Hong Kong SAR’s appeal as the World’s Meeting Place.”

- **Vivian Gao, Senior Manager, Trade Marketing and MICE, Eastern China of HKTB, Hong Kong SAR**

“This year's show was huge and wonderful, we participate in this event every year, and this year it is even bigger than previous years.”

- **Oscar Li, Deputy Sales Director, China, Jiahui International, Germany**

“I now better understand the Chinese culture and how to effectively handle corporate travel management matters relating to this market, The sponsor contacts are also very useful when considering possible partners.”

- **Lena Khoo, Regional Head of Travel, Credit Suisse AG, Singapore**

“This CTW China Conference gives us the opportunity to meet and communicate with different travel management companies, agents and companies. It's a great opportunity for us to meet so many people in one place.”

- **Ming Foong, General Manager Travel Service, Travelport, China**

“Definitely beneficial in terms of knowing the key players and decision makers in the corporate sector plus networking with peers to share more ideas and experiences.”

- **Michelle Low, Director of Sales, Asia Global Hospitality Services (G-H-S)**

“I met corporate clients with future potential business opportunities, and gained new knowledge in the air ticket and airline fields.”

- **John Zhu, Director of Global Sales, Carlson-Rezidor Hotel Group**

2024 Sponsorship Opportunities

Options	Benefits	Prices (USD)
Speaking Slot*	<ul style="list-style-type: none"> One speaking slot at an appropriate Session 	USD \$10,000
Coffee Break*	<ul style="list-style-type: none"> Opportunity to exclusively host CTW China attendees for all networking coffee breaks between conference sessions Have your product video played in the background during the coffee break sessions Bottled water & serviettes to be branded with sponsor's logo 	USD \$18,000
Hosted Luncheon*	<ul style="list-style-type: none"> Opportunity to host 100 Corporate Travel Managers for a hosted luncheon 	USD \$20,000
Insertions	<ul style="list-style-type: none"> Marketing collaterals will be included inside the delegate bags, distributed to all attendees upon registration 	USD \$1,200
Corporate Gifts	<ul style="list-style-type: none"> Logo printed on CTW China corporate gifts Distributed to CTW China attendees upon registration 	USD \$7,200
Lanyards	<ul style="list-style-type: none"> Logo printed on lanyards Distributed to CTW China attendees upon registration 	USD \$10,000
Delegate Bags	<ul style="list-style-type: none"> Logo printed on delegate bags Distributed to CTW China attendees upon registration 	USD \$10,000
Transportation for Selected Delegates	<ul style="list-style-type: none"> Enjoy branding exposure by providing transportation for selected delegates 	USD \$8,000
Meeting Rooms	<ul style="list-style-type: none"> Opportunity to brand the conference rooms with corporate branding Have your corporate gifts and brochure be placed on each seat of the room during the opening session Room seats will be branded with a seat cover with sponsor's artwork Enjoy your logo and branding on the signages directing delegates to the conference rooms Sponsor's banner to be placed on one side of the room 	USD \$10,000 – USD \$16,000

**Sponsorship packages come with a table-top exhibition space at CTW China.*

Sponsorship Tiers

Diamond	Platinum	Gold	Sliver
≥ USD\$20,000	USD\$15,000 - US\$19,999	USD\$10,000 - USD\$14,999	≤ USD\$9,999

All sponsors will receive the following entitlements:

- Logo placement on landing slides of CTW China
- Logo placement on event website
- Logo placement on CTW China conference session presentation slides
- 2 x Exhibitor badges which allow entry to CTW China official events (excluding events only open to buyer and media), and IT&CM China exhibition and knowledge sessions.

Value Added Benefits

- Full-Hosting of nominated Corporate Travel Managers (Subjected to validation from Hosting Committee)

Sponsorship Level	Diamond	Platinum	Gold	Sliver
Full Hosting of Nominated Corporate Travel Managers	4	3	2	1
Complimentary Conference Delegate Passes to CTW China Conference Sessions	4	3	2	1

Participation Option

Table-Top: USD \$3,500

Entitlements

- 1 Table with 2 Chairs
- 2 Exhibitor Badges which allow entry to CTW China and IT&CM China exhibition
- Entry to CTW China and IT&CM China knowledge sessions.
- Entry to opening ceremony and networking functions (except for hosted delegate's function).

Conference Delegate: USD \$500

Entitlements

- 1 Conference Delegate Pass
- Entry to opening ceremony, networking functions and conferences (except for hosted delegate's function).

- **About the Organisers**



TTG Events

Delivering The World's Business To One Marketplace.

TTG Asia Media's Events group promotes business opportunities by staging international trade events that bring industry suppliers and buyers to one marketplace.

The group is the founder and organiser of the Incentive Travel & Conventions, Meetings (IT&CM) a series of MICE shows in Thailand (IT&CMA), China (IT&CM China) and India (IT&CM India). It also owns and manages the Corporate Travel World (CTW) Events, with CTW Asia-Pacific co-located with IT&CMA, and CTW China with IT&CM China. TTG Events is also the longest-running secretariat appointed to manage the ASEAN Tourism Forum (ATF) Travel Exchange (TRAVEX). Other core trade events include Singapore Gifts Show (SGS) and International Feng Shui Convention (IFSC).



XIN MICE (Beijing) Co., Ltd.

XIN MICE (Beijing) Co., Ltd. focuses on MICE business, extensions into the fields of professional exhibition, corporate meetings, sporting events, study abroad, artistic performance, channel cooperation and new media promotions. XIN MICE is also actively exploring innovation within the exhibition industry, helping to support the industry through the establishment of independent IP operation. XIN MICE aims to bring together all kinds of talents, with the group strategy of “continuous learning, self-improvement, guiding innovation and promoting transformation” as its guiding ideology; and creative planning and integrated operation as the starting point. Building upon the primary concept of comprehensive services, adhering to the core values of “collaboration, integration, innovation and empowerment”, XIN MICE has been tested and proved by a series of major projects since its establishment. It has also been recognised by the industry and clients via various industry honors such as the “BEST NEW PCO in 2021” and “the STAR of the MICE Award in 2022”, and “the Best MICE Brand”.

Contact Us

Get in touch with us now and find out how we can help to meet your organisation's business objectives. For more sponsorship opportunities and ideas, please contact us at:

The Corporate Travel World (CTW) China Team

Mr. Ike Zhang

Vice President

XIN MICE

Tel: +86 21 68788560

Mobile: +86 13817833212

zhangliang@citictg.cn

Ms. Rebecca Wang

Director, Event Management

XIN MICE

Tel: +86-10-85263716

Mobile: +86 13501178373

wangwenjuan@citictg.cn

Ms. Dora Seetoh

Sales Manager

TTG Events

Mobile: +65 8282 7572

dora.seetoh@ttgasia.com