



World Exhibitions Club

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for travel, tourism, m.i.c.e. & media

a *new era* in exhibitions club ... if you can belong, you should

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for immediate release

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China's top international tourism Expo's join **World Exhibitions Club (WEC)**.

The organisers of the forthcoming **Beijing International Tourism Expo (BITE)** and **China Guilin International Tourism Expo (CGITE)**, Singapore-based **CEMS** Pvt Ltd, have enrolled the two events in **World Exhibitions Club** to further strengthen both events international marketing promotion.

Now in its 4th year, **WEC** has had a steady stream of Exhibition Members join the club along with many Media Associates and Partners.

Commenting on the new members, Marketing Director, Caroline Laspas said 'We are delighted to welcome **BITE** and **CGITE** to **WEC**. We are sure they will benefit from the dedicated on-line marketing facilities **WEC** offers. By joining **WEC**, the two events will be exposed to many more potential trade visitors, hosted buyers and exhibitors for their hugely expanding and developing tourism market (China)'.

The **BITE** expo is now in its 7th year and 2010 sees a new venue for the show at the China International Exhibition Centre (CIEC) due to increased demand for space from many Chinese regions and international exhibitors.

Launched this year, the **CGITE** is in one of China's original tourism destinations, established some 30 years ago. Little is known of it at present outside of China; **CGITE**, aims to change that!

The events are organised and supported by the **Beijing Tourism Administration (BTA)**, for **BITE** and the **People's Government of Guilin**, for **CGITE**, giving important and serious approval for business to be conducted at both the shows.

Both events benefit from the **CEMS** on-line Pre-scheduled Appointment system as well as a quality Hosted Buyer Programme, making them key events to attend for all travel trade professionals, either buyers or sellers, while ensuring maximum time and investment for all taking part in the events.

For more information on **WEC**, **BITE** and **CGITE**, please visit www.wece Exhibitions.com or visit the organiser's website, **CEMS** at: www.cems.com.sg or the **BITE** website: www.bitechina.com.cn or the **CGITE** website: www.cgitechina.com.cn.

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