



JTB Asia Pacific and Cvent Announce Strategic Partnership

Singapore – September 11, 2019 – JTB Asia Pacific, the regional headquarters for one of the largest travel companies in the world, and Cvent, a market leading meetings, events, and hospitality technology provider, are pleased to announce a strategic partnership for the Asia Pacific region (excluding China, Japan and Korea). This 'Platinum Partnership' is in addition to the successful collaboration between JTB India and Cvent which began in 2014 and became a 'Gold Partnership' in February 2019. Commenting on the partnership, Toru Ikuta, President and CEO of JTB Asia Pacific Headquarters said, "As leaders of our respective industries, JTB and Cvent's services complement each other to bring a complete event management solution to the Asia Pacific market for the first time. We look forward to our collaboration with Cvent to power events for organisations of all sizes be it MNCs or SMEs throughout the region to streamline workflows and increase efficiency." According to a report released by Allied Market Research in April 2019*, a surge in the presence of corporate industries all around the globe has increased the frequency of business activities such as client meetings, brand promotions, and employee training activities and has supplemented the growth of the global MICE industry. The research indicates that event technology will be increasingly necessary to keep up with demand. Cvent will provide JTB with its comprehensive suite of event management solutions including online registration, onsite badging and check-in, mobile event apps, and reporting capabilities to provide event organisers and key stakeholders with a 360-degree view of their entire event lifecycle and overall business impact. Speaking on the partnership, Sandeep Nagpal, Vice President of Marketing at Cvent said, "After establishing a strong relationship in India with JTB, we're thrilled to expand our partnership to Asia Pacific and help further support their mission to deliver unique experiences to customers. This partnership brings our industry-leading efforts together to elevate the MICE industry in the region. At Cvent, we believe in transforming meetings and events, and JTB's regional reach and local expertise will help us introduce our market-leading platform to new customers." Under the partnership, which is exclusive until end 2020, JTB will be extending three management solutions to the market; event management, MICE agency and lead agency. Event management is the straightforward usage of Cvent's event management technology to deliver events for clients. The next level, MICE agency, is management of the entire suite of Cvent technology offerings including the venue sourcing platform, Cvent Supplier Network. As a lead agency, JTB will develop, implement and manage a bespoke SMM (Strategic Meetings Management) program for an organization utilising Cvent's solutions. All of JTB Asia Pacific's branch offices are able to utilize Cvent's event management technology immediately with support from the operations team. Speaking on delivery of Cvent product management, Hideki Takaoka, Senior Manager for MICE Business at JTB Asia Pacific said, "Initially, JTB will have a centralized operations team running product management for our clients. Other operation centres will be launched in specific countries once needs based on business volume is determined." Sales and marketing for MICE agency and lead agency will be spearheaded by Mizuho Hara, Manager for Events & Promotions Business and Cvent Strategic Partnership from JTB Asia Pacific headquarters in Singapore. "In order to have a realistic approach to penetrating the market throughout the region, the sales initiative will be rolled out in three phases. The first phase, which will commence in 2019, includes Hong Kong, Indonesia, Singapore and Thailand. In Q1 of 2020, we will activate sales in Australia, Malaysia, New Zealand, Philippines and Vietnam, after which phase three will be launched for the remaining countries. We're excited to bring our solution to the market so we can work with organizations of all sizes to bring meetings management in the region to the next level," she said. * Allied Market Research - MICE Industry About JTB JTB traces its roots back to Japan Tourist Bureau, an agency formed in 1912 for the purpose of servicing the ticketing needs of foreign tourists in Japan. It has since evolved into a travel and tourism industry leader with an unparalleled line-up of tour products and services as well as addressing the needs of the corporate, education and MICE markets. JTB has redefined itself as a "solutions provider" to create opportunities for people all over the world by defying conventional industry paradigms and boundaries and delivering results through out-of-the-box thinking and solutions. With its global network and multidisciplinary expertise stretching across 39 countries, JTB puts the world in reach whilst helping clients save time and money. JTB stands by its commitment to create and deliver "Perfect moments, always". About Cvent, Inc. Cvent is a leading meetings, events, and hospitality technology provider with more than 4,000 employees, 27,000 customers, and 300,000 users worldwide. The Cvent Event Cloud offers software solutions to event planners and marketers for online event registration, venue selection, event management and marketing, onsite solutions, and attendee engagement. Cvent's suite of products automate and simplify the planning process to maximize the impact of events. The Cvent Hospitality Cloud partners with hotels and venues to help them drive group and corporate travel business. Hotels use the Cvent Hospitality Cloud's digital marketing tools and software solutions to win business through Cvent's sourcing platforms and to service their customers directly, efficiently and profitably – helping them grow and own their business. Cvent solutions optimize the entire event management value chain and have enabled clients around the world to manage hundreds of thousands of meetings and events. For more information, please visit Cvent.com, or connect with us on Facebook, Twitter or LinkedIn -ENDS-

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