

JAMES SAMUEL



Having worked for Reed Exhibitions for 9 years, the bulk of his tenure has been involved in the Asian travel markets. Initially working in the Meetings (MICE) industry, he was involved in the launch of the CIBTM event in Beijing which attracted International companies to meet with the Asian, and in particular Chinese buyers wishing to place Meeting and Incentive Business throughout the world. He also worked heavily on the EIBTM exhibition in Spain for 4 years, attracting Asian companies to meet with the International, and in particular European, meeting planner.

In 2009 Mr Samuel moved to the luxury travel industry, heading up the sales operation for the Reed's portfolio of luxury events. Responsible for a global sales team, a particular focus has been the growth of ILTM Asia, which is based in Shanghai. In addition to leading the International Sales Team, Mr Samuel is also responsible for the strategic direction of the ILTM Asia event. A particular focus within this part of his role is building key alliances with Asian stakeholders to increase the overall exhibition experience for both the Exhibitors and Hosted Buyers who attend the Reed's event.

Away from work, Mr Samuel has a passion for Rugby, Golf and Asian Cookery. He has been married for four years to his wife, Monica and has a 9 month old son, Jack.