

MEDIA RELEASE

CTW China 2015 / 02

Lure of Corporate Buyers Leads China Eastern Airline (CEA) To Sign On As New CTW China Airline Sponsor

Singapore, 10 March 2015 – Drawn by the prospect of 100 leading corporate buyers from across China and the region at this year’s CTW China, major Chinese aviation player China Eastern Airline has announced its partnership with the show as its new airline sponsor.

Explained Mr.Song Jun Shi, Assistant General Manager of Sales Management Department, Marketing and Sales Committee on the decision behind participating at CTW China 2015, “The CTW China event attracts corporate buyers with a focus on business travel. With flight travel being a significant component of travel decisions for these buyers, I’m confident that our presence at the event will be a great opportunity to meet existing and new clients, and discuss how CEA can best support their business travel.”

Headquartered in Shanghai, CEA, an official member of SkyTeam, has a flight network from Shanghai to 1,000 cities in 187 countries. Its list of accolades includes receiving the ‘Golden Ting Award’ by China Capital Market Annual Conference 2012, being recognized as one of the 50 most valuable Chinese brands by WPP, and ranking among the top ten of FORTUNE China CSR Ranking 2013.

“As a CTW China sponsor, CEA expects to increase our airline’s awareness amongst Chinese and multi-national corporate clients, and be seen as a true global player,” Mr.Song Jun Shi, continued.

According to Song, CEA strives to be a super-excellent aviation service integrator to win staff devotion, customers’ loyalty and shareholders’ satisfaction and public trust. Coupled with the concept of ‘world-class hospitality with eastern charm’, CEA sets out to create splendid travel experiences for global customers with accurate, delicate and precise service quality.

During the upcoming CTW China, delegates can discuss with CEA representatives about solutions that allow them to efficiently save money on business travel. In addition, they can look forward to exciting new products that will be showcased at the booth, including:

- Brand new Boeing 777 on the Shanghai-New York route, and Airbus 33H and 33E for European routes including London, Frankfurt, Paris and Roma.
- New fancy V7 720sqm lounge at Shanghai Hongqiao Airport that was open on 9 February 2015. It is one of the most exclusive VIP lounges in China with 222 separate seats.
- Direct flights from Shanghai to Toronto and Auckland since 2014.

The inaugural Corporate Travel World China will be held from 14 – 16 April 2015 in Shanghai and is part of the Shanghai Business Events Week 2015 line-up. For more information, log on to www.corporatetravelworld.com/china

CTW CHINA 2015

Date: April 14 to 16, 2015
Venue: Shanghai Exhibition & Convention Center of International Sourcing, China
Event URL: www.corporatetravelworld.com/china

CTW CHINA EVENT DESCRIPTION

The Leading Corporate Travel Management Conference For China

Since 2015, CTW China has been the market's answer to the proliferation of business travel & entertainment (T&E) activities from Chinese-grown companies and multi-national corporations based in China. This market-driven event is thus dedicated to raising the sophistication of Chinese corporate travel professionals who manage the T&E needs for their organisations. By localising best global practices and cultivating a sustainable expert and peer-sharing knowledge support network, CTW China is at the helm of enabling local influencers, planners and decision makers of corporate travel functions to get the most of their T&E decisions.

Co-located with IT&CM China, CTW China is part of the CTW Events series co-organised by TTG Events, a business group of TTG Asia Media and Carlson Wagonlit Travel, China.

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