

MEDIA RELEASE

CTW China 2015 / 07

TO BE EMARGOED TILL 9PM ON 14 APRIL 2015

China's Most Influential Corporate Travel Manager and Best Corporate Sales Manager Crowned at Inaugural CTW China 2015

Shanghai, 14 April 2015 – The first day of CTW China opened with the crowning of the event's two pioneer award winners during the joint Opening Ceremony & Welcome Dinner with IT&CM China. Elaine Huang, Travel Category Manager of Microsoft China and Peter Chen, Assistant Director of Sales & Marketing of HNA Hospitality Group were named China's "Most Influential Corporate Travel Manager" and "Best Corporate Sales Manager" respectively, in the presence of some 900 corporate travel and MICE professionals.

Huang and Chen were selected as this year's winners after an intensive selection process that included preliminary nominations, written interviews, and endorsement by the nominees' direct superior in the case of the Best Corporate Sales Manager award, with the final selection made by a award panel. A total of 53 nominations were received for these two titles, and the awards panel comprised of editors from TTG China, TTG-BTmice China, TTG Events conference team, Carlson Wagonlit Travel (CWT), China, and representatives from Hospitality Sales and Marketing Association International (HSMAI) Greater China Chapter.

Ooi Peng Ee, General Manager of TTG Events remarked, "We are pleased with the quality of the nominations. All our finalists have very impressive CVs. This reflects the high standards that are required of this very demanding market and the quality of talent available in China. We are pleased to be able to work with the industry to recognise and celebrate with our winners."

HSMAI Greater China Chapter's founding chairman, Carmen Lam of FRHI Hotels and Resorts added, "It is especially significant that the corporate travel industry has acknowledged the vital role that hoteliers play in supporting this segment. This year's winners embody the professionalism, drive and performance excellence that our local industry needs to grow exponentially. We were honoured to have been able to collaborate with CTW China in the selection process of this year's winners."

Said Chen of his inaugural CTW China Awards win, "I'm flattered to have been awarded the Best Corporate Sales Manager by CTW China. This win is especially meaningful as it recognises my decade-long perseverance and determination to succeed in this industry. The hospitality and business travel market is very dynamic, requiring sales professionals like myself to be flexible with tailoring solutions that meet the different travel management processes of the domestic and foreign companies that we serve. My tips for success are to: establish and improve travel management policy, train travel management professionals, develop an advanced travel management programme, create a standardised system for travel expenses and have frequent audits and reports."

Huang also shared, "I've witnessed the tremendous growth and change in China's travel industry over a period of 10 years. I feel honoured to be part of this change while progressing with my colleagues, partners and counterparts. I would like to thank the industry and my professional peers for the trust and recognition they have given me. I

would also like to thank Microsoft for giving me the platform and opportunity to perform and grow. To me, this award belongs to all the travel managers who have been working diligently in their roles and contributing behind the scenes. My tip to any aspiring corporate travel professional is to be open to new ideas, to be innovative and embrace change.”

The next two days of CTW China will see Chinese corporate travel experts from the world’s most recognisable brands impart localised global insights and knowledge. The prolific line-up of well-honed speakers, including Apple China, China Eastern, CWT China, Ctrip Corporate Travel, Delta Air Lines, Lilly China, Man Diesel & Turbo, Michelin (China) Investment, Pfizer Global Procurement China, Siemens China, Standard Chartered Bank China, and Tetra Pak China Cluster, has pulled in an attendance of some 200 international and local corporate travel industry players.

The conference features pertinent topics of immense interest to the show’s attendees, all of whom have corporate travel responsibilities which are directly impacted by the China market. “CTW China is proving to the Chinese corporate travel community at large that we have the connections to elevate the industry to another level. With stellar support from top global brands as they impart much sought-after localised wisdom, and a carefully curated selection of the most relevant and trending topics, CTW China is confident that we are on the right track towards being The Leading Corporate Travel Management Conference For China,” commented Darren Ng, Managing Director of TTG Asia Media.

The diverse topics range from cost savings via corporate travel & meeting cards, managing air and hotel programmes from a supplier perspective, strategic meetings management, navigating China’s legal landscape, managing business meetings, incentive travel and corporate travel holistically, to travel technology, curated case studies and a tailored presentation session that reveals the results of an industry survey. Co-organiser Albert Zhong, General Manager of Carlson Wagonlit Travel, China, said “Our focus is definitely on China’s corporate travel trends and priorities. We are engaging with our customers to understand what is important to them, what challenges they are facing, and what solutions they need, which positions us to grow alongside the industry and contribute to knowledge building through CTW China. The range of topics planned for discussion and the depth of experience the reputable speakers bring will offer a lively and insightful dialogue, making it one of the show’s unparalleled advantages.” Zhong is also a presenter at tomorrow’s opening industry presentation.

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. This event is co-organised by Carlson Wagonlit Travel, China.

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