

MEDIA RELEASE

CTW China 2015 / 09

Corporate Suppliers Engage Buyers Through Captive Platforms At CTW China

Shanghai, 16 April 2015 – The first-ever CTW China presented an exciting host of corporate sponsors ready to engage buyers through captive platforms. Companies like AirPlus International, China Eastern Airline, Delta Air Lines, Dragonair, Etihad Airways and Frasers Hospitality, have leveraged on CTW China’s quality participation of more than 200 corporate travel industry players to engage the marketplace.

Gold sponsor AirPlus International’s Managing Director, Lucy Wang shared, “We chose CTW China as a platform to enhance our corporate brand awareness in the market because it is an event that offers structured avenues for business appointments, learning about recent industry trends and sharing of insights with our peers. It is an event that also draws the attention and support of our industry partners and experts, including event co-organiser Carlson Wagonlit Travel (CWT), China, who is one of our major international partners. Our sponsored coffee break is an opportunity for us to engage delegates to understand more about our customers’ needs and wants.”

Wendy Ge, Corporate Sales Manager, China of Dragonair said of the brand’s silver sponsorship commitment at the event, “We are confident of TIG’s and Carlson Wagonlit Travel, China’s ability to deliver a stellar organised event that is rich in client potential. Indeed, the delegates present at the show are professionals with direct responsibilities in corporate travel management. The assured direct face-to-face engagement with these delegates through our sponsorship is a valuable way for us to introduce corporate travel solutions of both Dragonair and Cathay Pacific to potential corporate clients, as well as enable us to hunt for business opportunities.”

Silver sponsor Etihad Airways which also hosted a coffee break today, said that the platform was ideal for promoting the brand’s philosophy of bringing personalised, exclusive hospitality experiences into the sky. James Mueller, Senior Vice President Global Sales of Etihad Airways, said: “We are delighted to be a sponsor of the very first CTW China. Our participation at the event has allowed us to meet many of the key players in the business travel industry, with whom we hope to collaborate and build mutually beneficial relationships. We appreciate this opportunity to share Etihad Airways’ brand, products and services that include our recently launched A380, our most luxurious Residence and First-Class cabin suite, as well as 111 existing or announced passenger and cargo destinations in the Middle East, Africa, Europe, Asia, Australia and the Americas.”

Attending Corporate Travel Manager, Lena Khoo, Regional Head of Travel of Credit Suisse AG Singapore expressed that in addition to the educational component of the event, the structured networking platforms with sponsors and other industry professionals were amongst the most valuable take-away. “I now better understand the Chinese culture and how to effectively handle corporate travel management matters relating to this market. The sponsor contacts are also very useful when considering possible partners.”

Evelyn Miles, Office Manager/Executive Assistant of Intellectual Ventures had similar views. She said, “One of my biggest takeaways is the connections I have made with the event sponsors, particularly the hotels. The face-to-face meetings have been very beneficial. I was able to have my questions readily answered and gather information

promptly. Putting a face to a name will also do lots for building better relationships as compared to one that is only made through phone and email.”

The inaugural Corporate Travel World China was 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 - 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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