



## MEDIA RELEASE

CTW China 2016 / 01

### **Better Customer Understanding Is The Biggest Takeaway For Corporate Travel World (CTW) China Gold Sponsor AirPlus International China**

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*Shanghai, 26 May 2015* – The first-ever Corporate Travel World (CTW) China held from 14 to 16 April 2015 received substantial sponsorship support from internationally renowned hospitality, airline and other corporate travel solution companies including AirPlus International China, China Eastern Airlines, Delta Air Lines, Dragonair, Etihad Airways and Frasers Hospitality, who had the opportunity to engage corporate travel professional delegates through various captive platforms during the event.

AirPlus International China – the leading international provider of business travel paymentsolutions – participated at the inaugural conference as its Gold Sponsor. As a result of their sponsorship, the company was able to engage more than 200 corporate travel professionals during their exclusively branded coffee breaks and showcase their products and services at the table top exhibition. The conference programme itself also provided the opportunity for AirPlus International China to emphasise their leadership and competence in cost savings by sharing their insights and perspectives on this topic at the Corporate Travel and Meeting Cards session held on the second day of the event.

Sharing the motivation behind their sponsorship at CTW China, AirPlus International China’s Managing Director, Lucy Wang said, “This event draws the attention and support of our industry partners and experts, including event co-organiser Carlson Wagonlit Travel, China, who is also one of our major international partners. Our sponsored coffee break session presented an invaluable opportunity for us to engage with the delegates in order to understand more about our customers’ needs and wants.”

CTW China’s ability to bring the brand closer to their key and potential customers is also a huge valuable factor that is in line with AirPlus International China’s outreach plan. As Wang explains, “We leverage on several communication touch points to reach our customers globally. CTW China provided an excellent opportunity to expand our network of customers in the China market, while gaining a better understanding of their needs, as well as industry trends, insights and developments.”

Wang continued, “Our biggest benefit of being here is taking away a good understanding of the market needs, which will aid in our future product development efforts. We look forward to having CTW continue subsequent editions here that focus and specialise on China’s corporate travel market. We are very keen on continuing our participation with CTW China, as we find the show’s depth and relevance valuable. “

Corporate Travel World (CTW) China 2016 will be held from 6 – 8 April in Shanghai and is part of the Shanghai Business Events Week 2016 line-up. For more information, visit [www.corporatetravelworld.com/china](http://www.corporatetravelworld.com/china)

## CTW CHINA 2016

Date: April 6 - 8, 2016  
Venue: Shanghai Exhibition & Convention Center of International Sourcing, China  
Event URL: [www.corporatetravelworld.com/china](http://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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