



## MEDIA RELEASE

CTW China 2016 / 02

### **Corporate Travel World (CTW) China 2016 Signs On United Airlines As Official International Carrier**

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*Singapore, 11 February 2016* – United Airlines, one of America’s major airline and a founding member of Star Alliance has confirmed its maiden presence as Official International Carrier at the second Corporate Travel World (CTW) China, the leading corporate travel management conference for China.

Ramon Poblete, Global TMC Sales Manager – APAC of United Airlines shared, “The impressive list of corporate buyers from last year’s event was one of the key decision making points. We see potential in investing time with our existing customers and also getting to know new potential customers.”

Poblete continued, “United Airlines believes in the strategic importance of being a key industry player in China’s vastly diverse market which is rapidly becoming one of the pivotal markets in the global travel industry. CTW China delivers corporate buyers who represent both global and local companies with significant potential for United Airlines.”

The Asia Pacific and China regions are one of the key strategic focus points for United Airlines. Offering more non-stop flights between the United States of America and China than any other carrier, United Airlines is also the only carrier offering non-stop services between the United States of America and China’s tier 2 cities. It is also set to introduce new 787-9s to more routes in China and around the APAC region.

Poblete cited CTW China as a natural event choice for United Airlines as “our continuous expansion and growth in China is a testament of United Airlines’ commitment to this most important market. We are eager to share with the corporate buyers the many improvements we are making across the entire company such as installation of satellite-fed Wi-Fi internet on over 890 aircrafts, to the introduction of new Chinese meals and entertainment options.”

“Our Global Corporate Account Managers, National Account Managers for China and our Director and Managing Director will be attending CTW China 2016. We are thrilled to be able to spend time with corporate buyers and share with them our exciting improvements as well as discuss new and better ways of doing business together in China and around our region. 2016 is going to be an electrifying year for United Airlines,” said Poblete.

Corporate Travel World (CTW) China 2016 will be held from 6 – 8 April in Shanghai and is co-locating with IT&CM China, the leading international MICE event in China. 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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