

MEDIA RELEASE

CTW China 2016 / 05

Technology and Industry Outlook Among Key Topics At Second Day of CTW China 2016 Conference

Technological Factors Remain A Top Priority For Industry According To Annual Corporate Travel Industry Outlook Unveiled Today

Shanghai, 7 April 2016 – The second conference day of CTW China 2016 spotlighted sessions on technology, the future of the business travel and industry outlook, underscoring the relevance and pertinence of these topics to China’s corporate travel market.

Kicking off with a full-house at opening session “Technology and the future of business travel”, CTW China 2016’s emphasis on Technology is right on target as the interest on this subject mirrors the results of the Annual Corporate Travel Industry Outlook unveiled during CTW China Forum 2A: 2016 in the eyes of travel managers. The report is co-published by Carlson Wagonlit Travel (CWT) China and TTG Events.

According to the opinions of some 113 Chinese corporate travel industry professionals surveyed in February and March 2016, Technology (comprising data security, big data and mobile technology) remained a top priority for the industry, followed by economical & political considerations (comprising global economy, corporate social responsibility and political context), and social factors (comprising millennials travel behavior, sharing economy and social media) .

Explained Akshay Kapoor, Director, CWT Solutions Group, Asia Pacific, “Our initial findings show that industry sentiments are following a similar pattern as previous years. The reason we see technology remaining a top priority stems from a constant pressure for improved traveler efficiency and productivity on the go, with mobile phone functions and capabilities being a significant enabler in this area.”

“These sentiments are reflective of what is important for China’s corporate travel professionals right now and what the industry will be placing emphasis on in the year ahead,” said Kapoor. Full details of the survey findings will be released later this month.

Other topics covered at today’s conference — “Travel management—A case study”, “The role of airlines in corporate meetings & events”, “Ask the Experts: Data intelligence” and “Ask the Experts: Compliance In China” — were organised in 2 simultaneous session tracks to match the relevance of Corporate Travel Management and Corporate Meetings & Events delegates.

In total, 10 conference sessions will take place over the 2-day conference, with innovation and trending topics such as “Exploring new payment solutions”, “Corporate travel and the sharing economy”, “Building strategic supplier relationships” and “Technology showcase” scheduled in tomorrow’s programme.

The 33 moderators and panelists and speakers helming the sessions comprise of local and regional practitioners hailing from solution providers and leading corporate end-users from established organisations like ACTE, Apple Inc, Applied Materials INC, CWT, Ctrip, East Star Event Management, Eli Lilly, Harman International, HRS, Lenovo, Merak, Pan Pacific Hotels Group, Philips, Qatar Airways, Shanghai E-travel, Standard Chartered, TravelSky and Unilever Industries, among others.

Geetha Arekal, Regional Travel Head for APAC, Unilever Industries, shared her experience at CTW China 2016. “This morning’s conference topic definitely piqued my interest, especially when I learnt so much on how technology impacts business travel. For someone who is unfamiliar with the Chinese market landscape, the session really helped me to understand why the industry is the way it is.”

Benson Tang, Regional Director Asia of ACTE who was the moderator for CTW China Forum 4A “Ask the Experts: Data Intelligence” said, “CTW China is, as usual, a well-organised event. Into its second edition now, CTW China has grown, both in terms of size and also in its well-thought out programme.”

This CTW China 2016 also features one of the conference’s biggest sponsorship and partnership endorsement and support from major airlines, hotels and corporate travel solution providers to date. These new and returning organisations include:

- Official International Carrier – **United Airlines**
- Official GDS Partner – **TravelSky**
- Official Domestic Airline – **China Eastern Airlines**
- Platinum Sponsors – **Delta Air Lines, Frasers Hospitality** and **Qatar Airways**
- Gold Sponsor – **AirPlus International**
- Exhibitors – **Best Western International, Etihad Airways, Hilton Hotels & Resorts, Millennium Hotels & Resorts, Star Alliance, SAS Scandinavian Airlines** and **Turkish Airlines**.

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 | WeChat ID: CTW-CH

CTW CHINA 2016

Date: April 6 - 8, 2016

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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