

## MEDIA RELEASE

CTW China 2017 / 01

### **2016 Platinum Sponsor Frasers Hospitality Returns To CTW China With Emphasis On China Presence**

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*Shanghai, 25 April 2016* – Bolstered by a successful first year as CTW China’s debuting Platinum Serviced Residence Sponsor in 2015, Frasers Hospitality returned to this 2016 event with continued emphasis on its China presence.

The two-time hosted luncheon sponsor, Amy Lai, Director of Global Sales, Frasers Hospitality said, “Our experience at CTW China’s first installment last year was excellent. Our hosted lunch enabled us to create awareness among a full audience and reach new prospective clients whom we haven’t worked with before.”

Frasers Hospitality’s focus on China’s corporate travel market mirrors its strategy to double their footprint to 30 properties with over 7,000 keys across the country by 2019. The group’s latest growth activities include the acquisition of a serviced residence property in Dalian and the opening of its 14<sup>th</sup> property in China – a 192-unit serviced residence in Tianjin, their first in the city.

Frasers Hospitality first launched its China hospitality operations in 2004 with its first property in Shenzhen and has since continued its expansion across key cities such as Beijing, Chengdu, Guangzhou, Nanjing, Shanghai, Suzhou, Tianjin, Wuxi and Wuhan. In addition to the current properties, the hospitality brand will add a total of 16 new properties in Changsha, Dalian, Nanchang, and other existing cities over the coming years.

With an eye on China’s 7% per annum growth rate as the world’s second largest economy, and its strength in drawing in foreign direct investment, Frasers Hospitality believes that its participation at CTW China is vital for the company to entrench its brand and offerings among the Chinese corporates and boost its market share.

Lai expressed, “CTW China 2016 has further broadened the awareness of our brand in China’s corporate travel market. Building the brand and reaching new clients were our main objectives, which will lead us to our desired return on investment. CTW China has also proved to be an effective platform to showcase our existing properties, future openings and product and service offerings.”

Frasers Hospitality’s China expansion strategy is in line with its vision to be the leading global hospitality group known for its continuous innovation and intuitive service to anticipate and exceed the evolving expectations of international travellers. Frasers Hospitality’s global portfolio, including those in the pipeline, stands at 140 properties in 77 cities and more than 22,500 keys worldwide.

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

For more information, visit [www.corporatetravelworld.com/china](http://www.corporatetravelworld.com/china) | WeChat ID: CTW-CH

## CTW CHINA 2017

Date: April 18 - 20, 2017  
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 - Incorporating Meetings & Events

CTW China is the market's answer to the proliferation of corporate travel management activities, including business travel & entertainment (T&E) as well as Meetings & Events (M&E), for Chinese-grown companies and multi-national corporations based in China. Established in 2015, this market-driven event is thus dedicated to raising the sophistication of Chinese professionals who manage the wide and varying scope of corporate travel related 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 corporate travel management 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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