

## MEDIA RELEASE

CTW China 2017 / 02

### **All Smiles Aboard China Eastern Airlines as Sponsorship for the 2<sup>nd</sup> Consecutive Year Takes Flight**

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*Shanghai, 16 September 2016* – Reuniting for the 2<sup>nd</sup> year as the official domestic airline sponsor in April 2016, China Eastern continues to nurture long-standing relations and co-operation with Corporate Travel World (CTW) China.

The airlines' representative was also one of the esteemed panelists to lend their expertise at Corporate Travel World (CTW) on 'Building Strategic Supplier Relationships'; aimed at projecting the benefits of nurturing long-term, trust-based, and collaborative relationships with corporate buyers.

On their sponsorship and participation for the 2 consecutive years, Song Jun Shi, Assistant General Manager, Marketing and Sales Committee, China Eastern Airlines said, "The event helps the airline meet more new corporate clients and I believe that communication and sharing are most important to gain a better understanding of each party's needs with a goal towards mutually agreed-upon outcomes. In my opinion, this is what we need to do to achieve win-win results. These are the benefits of attending industry conferences like CTW China."

China Eastern has been advancing steadfastly with a strategic partnership with Delta Airlines in 2015 in a move to promote globalised development and greater access to flight networks. As one of China's big-three airlines, China Eastern commands a significant portion of international and domestic flight routes.

With the boom in international and domestic travel, as well as incentive trips in and out of China, relationship-building and strengthening has never been more essential. On a tourism scale, the explosive growth of China's consumer class, with higher spending ability, has seen 120 million outbound visitors in 2015 according to the China Tourism Research Institute.

Song added, "As more Chinese corporations begin to focus on managing their business travel, CTW China will continue to be the best platform for these companies to gain insights and expertise into the best practices for managed travel programs." China Eastern, as a sponsor, is in an even more favourable position to capitalise on and create long-term partnerships within the marketplace.

CTW China 2017 will take place from 18 – 20 April 2017 at Shanghai Convention & Exhibition Center of International Sourcing, Shanghai, China.

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

## ABOUT CHINA EASTERN

China Eastern Airlines Corporation Limited has its headquarter located in Shanghai. As one of the three major airlines in mainland China, it flies a fleet of more than 500 long-haul and short-haul aircraft with an average age of less than seven years, China Eastern serves nearly 80 million travelers annually and ranks among the world's top 5 airlines in terms of passenger transportation volume. As an official member of SkyTeam, China Eastern has extended its flight network from Shanghai to 1064 cities in 178 countries via close cooperation with SkyTeam member airlines. Members of Eastern Miles can participate the mileage accumulate and redeem program, enjoy member benefits and use any one of the 564 VIP lounges across the world within all 20 SkyTeam member airlines. China Eastern has been striving to become a super excellent aviation service integrator to win "staff devotion, customers' loyalty, shareholders' satisfaction and public trust".

As the end of 2013, China Eastern has been rewarded the "Golden Ting Award" by China Capital Market Annual Conference 2013, been recognized as one of the 50 most valuable Chinese brands by WPP and been ranked among the top ten of FORTUNE China CSR Ranking 2013. In the past three years, China Eastern gains more than 10 billion profits, which ranks among the top state-owned enterprises with respect to ROA and therefore been rewarded the "Golden Phoenix Award" by China Capital Market Annual Conference 2011.

With the concept of "World-class hospitality with Eastern charm", China Eastern will create splendid travel experiences for global customers with an "accurate, delicate and precise" service quality.

Website: [www.ceair.com](http://www.ceair.com)

## 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)

## ABOUT CTW CHINA

### 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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