

## MEDIA RELEASE

CTW China 2017 / 03

### **CTW China Strengthens Global Partnerships, Confirms International Carrier Delta Air Lines As Diamond Sponsor**

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*Shanghai, 1 March 2017* – The U.S. airline returns as a Diamond sponsor at the highest tier for the third year of their participation at Corporate Travel World (CTW) China 2017, reiterating the show's ability as a trade platform to connect suppliers to the quality Corporate Travel buyers they want.

Recognising the importance and value in knowledge-building and localising global best practices, Delta Air Lines will also contribute their expertise as panellists at the CTW China conference sessions.

On their sponsorship affirmation and importance in being involved as panellists, Wong Hong, President – Greater China, Delta Air Lines, said “CTW China has been an outstanding B2B platform to promote the Delta brand, hence our decision to step up our sponsorship this year. Delta is focused on delivering exceptional customer experiences as the most Chinese-friendly U.S. airline and we are excited to be able to share our initiatives and know-how with the corporate travel industry through our speaking opportunities.”

Delta continues to deepen partnerships with both their Chinese airline partners, China Eastern and China Southern, to improve customer experience in the air and on the ground. The company already has a minority stake in China Eastern, a SkyTeam partner and presently one of the big-three airlines in China, and provides international connectivity for its domestic passengers transiting through Shanghai by tapping on these service routes.

Wong Hong added, “China is a key part of Delta’s globalisation plan, and we are committed to long-term growth in the China market. We are always looking for opportunities to meet corporate buyers from international and local Chinese organisations and explore potential partnerships or collaboration.”

As the Asia market continues to grow, Delta’s increasing network of routes and boosted connectivity will give it the edge in their focus on China and Shanghai. The airline believes that the emphasis on their people and the airline’s service culture will make the difference in solidifying their status in the Chinese market.

This year, Delta Air Lines celebrates its 88 year anniversary for passenger service and various activities are in the works to commemorate its history on this auspicious milestone.

Corporate Travel World (CTW) China 2017 will be held from 21 – 23 March in Shanghai and is co-located with IT&CM China, the leading international MICE event in China. To explore how you can make the most out of the exhibition, sponsorship, and speaking opportunities at CTW China, contact us at [sales.ctwchina@ttgasia.com](mailto:sales.ctwchina@ttgasia.com).

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

## ABOUT DELTA AIR LINES

Delta Air Lines serves more than 180 million customers each year. In 2017, Delta was named Fortune's top 50 Most Admired Companies in addition to being named the most admired airline for the sixth time in seven years. Additionally, Delta has ranked No.1 in the Business Travel News Annual Airline survey for an unprecedented six consecutive years. With an industry-leading [global network](#), Delta and the [Delta Connection](#) carriers offer service to 323 destinations in 57 countries on six continents. Headquartered in Atlanta, Delta employs more than 80,000 employees worldwide and operates a mainline fleet of more than 800 aircraft. The airline is a founding member of the [SkyTeam](#) global alliance and participates in the industry's leading transatlantic [joint venture](#) with [Air France-KLM](#) and [Alitalia](#) as well as a joint venture with [Virgin Atlantic](#). Including its worldwide alliance partners, Delta offers customers more than 15,000 daily flights, with key hubs and markets including [Amsterdam](#), [Atlanta](#), [Boston](#), [Detroit](#), [Los Angeles](#), [Minneapolis/St. Paul](#), [New York-JFK](#) and [LaGuardia](#), [London-Heathrow](#), [Paris-Charles de Gaulle](#), [Salt Lake City](#), [Seattle](#) and [Tokyo-Narita](#). Delta has invested billions of dollars in airport facilities, global products and services, and technology to enhance the customer experience in the air and on the ground. Additional information is available on the [Delta News Hub](#), as well as [delta.com](#), Twitter [@DeltaNewsHub](#), [Google.com/+Delta](#), and [Facebook.com/delta](#).

## CTW CHINA 2017

Date: March 21 – 23, 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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