

Media Release

CTW China 2017 / 08



Diamond Sponsor Air China Makes Debut at CTW China 2017 with Prospective Returns

Shanghai, 10 April 2017 – Air China led its inaugural sponsorship at CTW China 2017, coming in at the highest tier as Diamond Sponsor. The exhibiting airline made its presence felt through a hosted luncheon for select corporate travel buyers, panellist session at Forum 4A: Changing Dynamics of the Buyer and Supplier Partnership, and further extended their brand via co-located MICE event IT&CM China 2017.

China's exclusive national flag carrier and Star Alliance member made the decision to participate based on the additional targeted engagement platforms CTW China avails to corporate brands and organisations in helping them achieve the most out of their investment, such as branded functions, speaking slots, and strategic logo placements, amongst others.

Elaborating on the value of these functions as the driving force behind their sponsorship, Cui Hongqiang, Deputy General Manager, Marketing & Sales Center Eastern China, Air China Ltd, "Being a panellist at the CTW conference sessions puts Air China in the position to discuss in-depth, the changing dynamics of the buyer-supplier relationship from a supplier's perspective, improve our communication and corporation while keeping abreast of the needs of corporate travel buyers. With more targeted engagement, not only could we foster more personal communication with buyers, but also promote Air China's brand image, products, and services to a desired audience."

Through their hosted luncheon, Air China also took advantage of the opportunity to establish connections with would-be buyers and build relations with new attending corporate travel managers to CTW China 2017.

Host representative, Yan Jun, Key Account Marketing, Sales, Air China Ltd, "Our CTW China experience has been really good. Our hosted luncheon in particular drew in the corporate travel buyers we wanted to meet and allowed us to present our new product line and exciting developments. This is an opportunity that we don't want to miss and we'll definitely like to organise engagements like this again."

As China's major award-winning airline and a top 500 global brand, Air China believes their foothold on the travel and aviation industry has managed to impact the corporate travel ecosystem at CTW China 2017 through their years of experience in ground transportation support and customer management as suppliers while inculcating deeper relationships with industry elites and potential buyers.

Corporate Travel World (CTW) China 2017 was 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 2018, contact us at sales.ctwchina@ttgasia.com.

For more information, visit www.corporatetravelworld.com/china | WeChat ID: CTW-CH

ABOUT AIR CHINA LTD

Air China is China's only national flag carrier and a member carrier of the world's largest airline network - Star Alliance.

By Feb 2017, Air China had a fleet of 590 passenger aircraft and freighters of mainly Boeing and Airbus families (including those of the carriers which Air China has a majority stake in). It operates 378 routes, including 102 international routes, 14 regional routes and 262 domestic routes. It serves 176 cities in 41 countries and regions, including 64 international cities, 3 regional cities and 109 domestic cities. Every week, Air China offers over 1.5 million seats on over 8000 flights per week.

Utilizing its extensive route network and its hub in Beijing, especially after its admission to the Star Alliance, Air China can fly passengers to 1,330 airports in 192 countries.

PhoenixMiles, Air China's customer loyalty program created in 1994, is Asia's only frequent flyer program shared by a number of carriers.

Air China's customer service philosophy revolves around four elements: credibility, convenience, comfort, and choice. Hard work over the years has resulted in a tremendous increase in Air China's brand value. In 2015, Air China ranked again as one of the world's top 500 brands with a brand value of RMB 101.536 billion, and was the only Chinese carrier on the World Brands 500 list.

For more, visit Air China's official website www.airchina.com or call Air China's hotline 95583.

CTW CHINA 2018

Date: March 20 – 22, 2018

Venue: Shanghai Exhibition & Convention Center of International Sourcing, China

Event URL: 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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