

MEDIA RELEASE

CTW China 2017 / 06



Over 30 Corporate Travel Experts Headline 2017's 10 Most Pertinent Corporate Travel and Corporate Meetings & Events Topics

Shanghai, 22 March 2017 – The first of CTW China's conference days commenced today with a stellar line-up of expert Corporate Travel practitioners helming poignant topics ranging from 2017's business travel market outlook, payment and expense management, to corporate travel and the sharing economy, and trends reshaping the travel world.

The specially curated programme targeting corporate travel managers across a variety of procurement, decision-making, policy planning and execution roles, also provided avenues to delve deeper into the fields of Corporate Travel Management and Corporate Meetings & Events. Sessions that explored belt tightening measures and changing dynamics of the buyer and supplier partnership in the former, and technology and RFPs as well as business travel and Bleisure in the latter.

For the first time, the CTW China education line-up was developed in consultation with the newly minted CTW Advisory Panel whose objective was to ensure that sessions and speaker profiles were reflective of current must-know issues and trends.

"Being part of the CTW Advisory Panel produces opportunities both ways. For one, incorporating perspectives and advice from industry practitioners like ourselves keeps the event close to the ground and builds an effective conference programme. For us panellists, we get to play an integral role in adding value to the success of the show, build our professional network, and be at the forefront of Corporate Travel Intelligence," explained CTW advisory panellist Jie Li, Travel Commodity Manager, Siemens Ltd., China.

Speakers from AB Inbev (China), Adidas Group, AirPlus International, Air China, Apple, Bravolinks Integrated Marketing, Co-organiser Carlson Wagonlit Travel (CWT) and its CWT Meetings & Events arm, Delta Airlines, DIDI Chuxing, GE China, Lenovo, MasterCard Asia Pacific, Michelin (China) Investment, Qatar Airways, Schneider Electric, Siemens China, Unilever Industries, Wyndham Hotel Group, and Youli Consulting, are among the diverse mix of international and Chinese corporate brands headlining this year's conference.

Shared opening session speaker Kelly Kuhn, Executive Vice President & Chief Customer Officer, Carlson Wagonlit Travel, on Business Travel in China, "Given the size and potential of China's business travel industry, it is certainly a very important market for CWT. Over the last three years, CTW China has become an excellent platform for us to meet with leading buyers and suppliers. I'm honored to have been invited to speak at this year's event and share CWT's outlook on the business travel industry in 2017. At the same time, it has also been great to hear from the many travel managers at the conference on what their priorities are, and what they see to be the key trends shaping the industry. We value these insights and feedback as we work hard to continuously improve the business travel experience for our clients and their travelers, as well as grow our presence in this market."

CTW China's conference programme 2017 and its exhibition is further boosted by the event's entire co-location with the 11th IT&CM China – The Leading International MICE Event In China – within an expanded hall space that adds 288 MICE destinations, products and services to CTW's corporate travel showcase and offerings.

A clear example why CTW's relevant topics continue to hit home, International Corporate Travel Manager, Kishore Rames, Travel Manager, Asia Pacific, National Oilwell Varco, explained, "Through today's forums, I discovered a number of trends and practices within the China market. The discussion on Belt Tightening Measures in Corporate



Travel was insightful since 2017 has and will be a challenging year for the oil and gas industry. The session identified how to leverage on new business areas through restructuring our spending and processes, which will be critical in maintaining the relationships between our vendors.”

Attending CTW China 2017 for the first time was Cheng Lu, IDP Buyer, Purchasing Department, Volvo Cars Asia Pacific, “Attending the education sessions at CTW China was an eye-opener with the co-location within the hall. I gained valuable experience from meeting with other Corporate Travel professionals in various industries and different markets. Today’s topics helped me better ascertain latest technology and trends within the marketing since Corporate Travel is within my responsibilities.”

A total of 10 conference sessions, along with 65 business and networking sessions will take place today and tomorrow.

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

CTW CHINA 2017

Date: 21 – 23 March 2017
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 as China’s Only Doublebill Event In MICE and Corporate Travel, CTW China is part of the CTW Events series by TTG Events, a business group of TTG Asia Media. This event is co-organised by Carlson Wagonlit Travel, China.

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