

# MEDIA RELEASE

CTW China 2017 / 07



## CTW China 2017's Sponsors, Exhibitors, Buyers and Delegates Conclude Event Experience On A New High

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*Shanghai, 23 March 2017* – CTW China 2017 attracted huge sponsorship and exhibition support from both new and returning international and Chinese airlines, travel solutions, destinations and hospitality brands.

All sponsor brands benefitted exclusively from a selection of captive hosted luncheons and coffee breaks with corporate buyers, meeting room branding exposure and championing thought-leadership as panellists at one of the 10 conference sessions.

Airlines led the pack with Air China (Hosted Luncheon) and Delta Air Lines (Panellists) securing the highest Diamond sponsorship tier this year, with three more airlines China Eastern (Meeting Room Branding, Panellist), Qatar Airways (Networking Coffee Break) and United Airlines (Hosted Luncheon) spotlighting prominently in the Platinum tier. Travel solution brands Travelport (Panellist) and AirPlus International (Panellist) join the line-up as Platinum and Gold sponsors respectively.

Diamond Sponsor and Luncheon Host, Yan Jun, Key Account Marketing, Sales, Air China, “Our CTW China experience has been really good. Our hosted luncheon today 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.”

Platinum Sponsor and Panellist, Ming Foong, Managing Director for Greater China & Online Business Group Asia Pacific, Travelport, “This opportunity at CTW China has given us a chance to meet with different TMCs, agents, and companies. It is a fantastic chance for us to meet so many people in one place.”

Gold Sponsors AirPlus International added, “AirPlus International participates every year and this year is definitely grander and more exciting. Through the show we connected and got to exchange ideas with corporate travel managers, industry professionals and conference delegates, and garnered even more confidence in our brand. As panellists, we managed to share best practices and solutions with an international audience. The forum was a success and we are looking forward to a bigger and better show.”

Exhibitors Best Western International, Hilton Hotels & Resorts, Shenzhou and Turkish Airlines also saw fruition from their showcase at the event that took place within an expanded hall space which saw CTW China co-locate alongside 288 IT&CM China exhibiting MICE destinations, products and services for the first-time.

From the immense knowledge gained from mentors, experts and peer-sharing, to the abundance of networking and community building opportunities, as well as the valuable partnership and business prospects gained, the success of the 2017 experience proved that CTW China achieved a new high among all segments of delegates.

International corporate travel buyer and speaker, Pulak Bhaumik, Regional Procurement Lead of Jones Lang LaSalle Property said, “My biggest achievement at CTW China is the ability to be able to catch up with peers around China and around the world. I was able to share best practices with them and mutually learn from them and their success stories. With China going to be dominating in the global footprint, there is no better time than now to be investing time and resources in understanding and building networks in this market.”



Fellow corporate travel buyer, Geetha Arekal, Regional Travel Head (APAC), Unilever Industries, “Being a speaker at CTW China provides an invaluable platform to delve deep into subjects that elevate my knowledge as a professional. I also appreciate the unmatched opportunity to uncover the nuances and perspectives of my peers that undoubtedly make me a sharper and smarter corporate travel manager.”

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. For more information, visit [www.corporatetravelworld.com/china](http://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](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 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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