

Corporate Travel Forum Beijing Opens Access To Wider Network In City And Gives Preview Of Upcoming CTW China 2018

Beijing, 16 November 2017 – The Corporate Travel Forum Beijing, organised by TTG Events and Carlson Wagonlit Travel China, took place on 1 November at the Grand Mercure Beijing Central. The full-day educational forum covered topics on travel and expense, traveller satisfaction, data analytics and security, and explored the rapid growth of the China's business travel market. The event also gave attendees a preview of the informative discussions and networking opportunities they can expect to see at the Corporate Travel World China 2018 conference in Shanghai next March.

Over 50 delegates with corporate travel responsibilities attended from companies such as BP, CICC, Ericsson, Mars, Nokia, Servier, Siemens, Lenovo, Kerui Group, China Unicom, offering the chance to interact with and learn from some of the foremost experts in the industry. Top-level speakers came from AirPlus International, Carlson Wagonlit Travel China, CWT's Solutions Group arm, China Southern, Grand Mercure Beijing Central, Lenovo group, and Tourbag Network Technology.

The forum also provided an invaluable opportunity to connect with fellow industry professionals and share tips and best practices. Attendees brainstormed ideas, discussed challenges, and debated pain-points with suppliers. Delegates were able to develop a wider professional network with their peers within China's massive business travel community.

Delegate Sheila Wang, Sourcing Category Manager, Ericsson, praised the forum for its relevance, acknowledging that it gave corporate travel experts a better understanding of the changing trends in the travel market and deeper insights into the drivers behind these movements, "The forum offered new perspectives on cost efficiencies through optimising travel costs with support from data analysis available. This allows us to relook at our current expenditure and minimise the expenses gap. At the same time, attending forums like CTF, we learn about the strategies that corporate travel managers from other companies are adopting. It becomes especially relevant if they are also taking a similar direction that we are interested in advancing. Through their experiences, we understand how these new programmes or initiatives generate results and the potential problems that may arise. CTF was a wonderful environment to foster sharing and communication, and we were very glad to be there."

Speaker Dennis Oldfield, General Manager, Grand Mercure Beijing Central Hotel, commented, "The opportunity to join the panel was a great way to open dialogue with both buyers and fellow suppliers. Many attendees approached me during the day, looking to gain further insight into how hotels may be evolving in our time of technology as well as sharing their experiences. All in all, CTF was an extremely valuable forum."

The event was sponsored by many leading travel brands in China, including Grand Mercure Beijing Central (official venue), American Airlines (Platinum), Singapore Airlines (Gold), China Southern (Gold), Turkish Airlines (Gold), and iTourbag (Gold).

“It’s certainly an exciting time for the corporate travel industry in China, with many companies beginning to recognize the benefits of managed travel” said Albert Zhong, General Manager, Carlson Wagonlit Travel China. “These companies are now focusing on consolidation, data and analytics, and technology, and they place great value on cost optimization and compliance. The Corporate Travel Forum provided the ideal platform for travel managers in Beijing to network with their peers and suppliers, discuss and debate the latest trends, and pick up tips and best practices to take their travel programs to the next level.”

Elaborating on how CTW China leverages on such preview roadshows to engage audiences, Darren Ng, Managing Director, TTG Asia Media, expressed, “With China having a diverse and expansive corporate travel industry, such roadshows help open the market and provide a platform to engage corporate travel managers on the ground. This is only a glimpse of the immense value that CTW China 2018 can truly offer and we are glad to be able to continue with this initiative.”

The full day event returns after a series of round-table, half-day workshops previously held by TTG Events in separate years with Carlson Wagonlit Travel China spearheading the current Beijing edition.

CTW China 2018 will be held from 20 – 22 March in Shanghai. 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

CTW CHINA 2018

Date: March 20 – 22, 2018
Venue: JW Marriott Hotel Shanghai Changfeng Park
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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