

Corporate Travel Forum Beijing Ropes In Big Name Sponsors And Speakers

Beijing, 16 November 2017 – The recent 2017 Corporate Travel Forum Beijing (CTF) garnered the support of multiple big name sponsors eager contribute to the one-day roadshow that took place on 1 November. Organised by TTG Events (TTG) and Carlson Wagonlit Travel China (CWT), the Beijing event, which also serves as a preview to the upcoming CTW China 2018 in Shanghai, was held at Grand Mercure Beijing Central – the official sponsor and venue for the event.

Platinum sponsor American Airlines and Gold sponsors China Southern, iTourbag, Singapore Airlines, and Turkish Airlines were also in the line-up of prestigious patrons that presented their expertise to the corporate travel event through speaker slots, seat drops, delegate gifts, insertions, and more. The gathering of over 50 corporate travel-related buyers and suppliers from Beijing evidenced the interest in such community-led education and networking opportunities.

Dennis Oldfield, General Manager, Grand Mercure Beijing Central, said of their venue sponsorship, “We have always enjoyed a great synergy with CWT which is one of the world’s leading corporate travel companies. As a leading corporate hotel in the financial heart of Beijing, the opportunity to showcase our property to the high-level buyers that attended the forum, made our sponsorship at CTF a perfect fit.”

May Shi, Sales Manager Northern China, American Airlines, elaborated on what their sponsorship meant for the airline, “Attending CTF reiterates the strength of our partnership and relationship with CWT and TTG Events. Being able to share our knowledge, hear from experienced corporate travel managers, and connect with new people in the industry, really added value to our sponsorship.”

The full-day educational forum covered topics on travel and expense, traveller satisfaction, data analytics and security, and explored the potential of the Chinese market at international levels – an insight to what attendees can expect at the full-fledged 2-day CTW China 2018 event. CTF also offered precious access to top-level speakers from AirPlus International, Carlson Wagonlit Travel China, CWT’s Solutions Group arm, China Southern, Grand Mercure Beijing Central, Lenovo group, and iTourbag Network Technology, many of which are also familiar with the leading Shanghai event.

Sponsor China Southern, who presented their expertise as a panellist and speaker, shared the reason behind their participation as educators and nurturers of the airline and industry. Explained Lilian Yang, Global Corporate Sales Manager, China Southern Airlines, “Business travel and travel management spans the top-to-bottom of the industry, both internally and externally. As suppliers, our strategies and solutions are crafted around the objectives of corporate customers who manage these functions. This is why guidance and knowledge building is important to China Southern. Further, we recognise that participating in trade shows will further strengthen our position as a leading airline, and also provides the opportunity to keep ourselves current with the practices of travel managers to achieve positive long-term results.”

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.”

Up-keeping the importance of face-to-face relationship-building, participating suppliers got to mingle with coveted corporate travel buyers on the ground and hear first-hand their successes, challenges, and pain-points. In a bid to bring China’s massive community even closer together, CTF is part of TTG’s and CWT’s engagement efforts of nurturing professional competencies and forging broader networks that will culminate in March 2018 with CTW China.

The Singapore Airlines China team also made their presence felt as first-time sponsors, with the objective of enhancing the brand’s awareness within the local business travel market, “Thanks to CTF, we strengthened our existing relationship with corporate clients and met new potential ones. This opportunity not only broadened our industry contacts, but also enabled us to spotlight new products and key routes.”

Turkish Airlines, who exhibited at the earlier 2017 CTW China in Shanghai, commended the forum’s format. Ibrahim He, Corporate Manager, Northern China, Turkish Airlines, “Turkish Airlines is honoured to be a sponsor of the CTF Beijing roadshow, a preview of CTW China – the leading professional corporate travel management conference for China. CTF is to us an extension of our brand and corporate travel product showcase beyond CTW China for its added opportunities to communicate with corporate buyers on an intimate level.”

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. Roadshows from earlier days have contributed greatly during CTW China’s infancy and have helped built closer relationships with the Chinese corporate travel market.

Corporate Travel World (CTW) China 2018 is proud to have been a supporting partner of CTF. For more information on CTW China 2018, 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.

MEDIA CONTACT

TTG Asia Media

1 Science Park Road, #04-07, The Capricorn
Singapore Science Park II, Singapore 117528
Tel: (65) 6395 7575
Fax: (65) 6536 0896

Event Website: www.corporatetravelworld.com/china
Event Email: ctwchina@ttgasia.com

Lynette Tey (Ms.)

Project Manager
Email: lynette.tey@ttgasia.com

Lena Ng (Ms.)

Marketing Executive
Email: lena.ng@ttgasia.com

Cheryl Tan (Ms.)

Corporate Marketing Manager
Email: cheryl.tan@ttgasia.com