

MEDIA RELEASE

CTW China 2018 / 05



2018 Conference Makes Waves With Massive Support From Industry Experts And Sponsored Highlights At Brand New Location

Shanghai, 21 March 2018 – The 4th CTW China conference sees one of its strongest events to date with 39 travel experts helming 2018’s most poignant topics in Corporate Travel and Corporate Meetings & Events.

Key topics include “2018 Business Travel Outlook and Priorities”, “Empowering Your Employees in Business Travel”, “Sharing Economy: A Boon or a Bane for Business Travel in China?” as well as “Leveraging Artificial Intelligence and Big Data in Business Travel”. A total of 9 carefully curated topics, including a newly added Keynote address, will be covered across the 2-day conference.

Highlighting the rising importance of corporate travel management for the country, CTW China co-organiser Albert Zhong, General Manager of Carlson Wagonlit Travel (CWT) China said, “Many Chinese companies are growing rapidly, expanding their operations nationwide and some even venturing overseas. As a result, their travel spend will increase significantly. With hundreds of employees travelling at any given time, it’s becoming trickier for these companies to keep track of where everyone is and ensure they are safe. For these reasons, companies here need to start building solid managed travel programs.”

For travel managers, conferences like CTW China create the opportune platform for annual reflection and to stay abreast of developments with peers. “Travel managers in China are now placing a lot more importance on using technology to better manage their travel spend and also improve the experience for their travellers. Findings from the 2018 Survey on Business Travel in China and hot topics like Big Data, which will be covered here, are critical for corporate travel professionals to keep ahead,” Zhong, who is part of today’s 2018 Business Travel Outlook and Priorities speaking panel, adds.

The large showing of industry practitioners representing huge locally grown corporate brands as well as international brands with operations in China reinforces the credibility and quality of CTW China’s conference content. The 2018 speakers and panellists hail from Alibaba Group, BP, Carrefour China, Daimler Greater China, Delta Air Lines, DIDI Chuxing, Egencia China, Eli Lilly China, FCM Travel Solutions, GE Global Operations Sourcing, Hilton Worldwide, Tencent and more.

In addition to knowledge building, industry brands are also leveraging on CTW China in a big way with sponsor-backed highlights and activities such as hosted luncheons, networking coffee breaks, as well as branding and service showcases including ground transport, meeting room, delegate bag and lanyard sponsorships. In total, 17 corporate travel brands have raised their game to make an impression on the 150 sought-after travel manager profiles at this year’s event.

Said Kishore Rames, Travel Manager Asia Pacific, National Oilwell Varco, “This year’s CTW China was the best edition yet. The entire programme was excellent.”

Taking place at new venue, the JW Marriott Shanghai Changfeng Park, delegates will continue to benefit from the co-located 12th IT&CM China – The Leading International MICE Event In China that is within close proximity to the property, with scheduled visits to the show.



Corporate Travel World (CTW) China 2018 will be held from 20 – 22 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 2018

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