

MEDIA RELEASE

CTW China 2016 / 06

CTW China 2016 Concludes On High Note; Roadshows Across China Later This Year

Shanghai, 8 April 2016 – The second instalment of CTW China concluded with the participation of 260 corporate travel professionals including corporate travel buyers, TMCs, airlines, payment solutions, and hotel chains from 10 territories – Australia, China PR, France, Hong Kong SAR, India, Japan, Malaysia, Philippines, Russia, and Singapore.

Delegates gave their thumbs up to highly satisfactory outcomes across the board, from knowledge fulfilment to business appointments and networking engagement.

Corporate Travel Buyer Brenda Zapanta, Logistics Manager of Artesyn Embedded Technologies, Philippines said of the conference programme, “I gathered essential input on the industry landscape in China from the seminar sessions, and gained valuable insights about China’s dynamic technologies and openness to using mobile apps for bookings and payment.”

Conference Delegate Robin Han, Director of Sales of Radius Travel concurred, “The conference programme is excellent, with well-thought out topics.”

Exhibitor Phoebe Xu, Regional Head of WWS China and Southeast Asia of Best Western International expressed her satisfaction with the event, “We gained a better understanding of the industry trends and developments through the meaningful conference sessions helmed by professional speakers. In addition, we are able to now say with greater confidence that Best Western’s plans are on the right track, as it is in line with industry trends. We also met with a lot of quality corporate buyers.”

With TTG Events and Carlson Wagonlit Travel, China reaffirming their collaboration to co-organise CTW China into 2018, industry engagement initiatives are already underway to build on the success of this 2016 event. Among these initiatives is a series of roadshows in Guangzhou, Shenzhen, Chong Qing and Chengdu to be held later this year aimed at reaching corporate travel professionals working in these cities.

Ooi Peng Ee, General Manager of TTG Events explained, “Our first two CTW China instalments enabled us to reach a significant number of industry professionals in the first tier cities like Shanghai and Beijing, with some attendance in second tier cities like Dalian, Hangzhou, and Tianjin. The entire Chinese corporate travel community is obviously much larger, and at this point, it is important that we bring a smaller scale version of the event to them, with the intention of encouraging them and gaining their commitment to attend the annual CTW China conference in the future.”



Albert Zhong, General Manager, Greater China, Carlson Wagonlit Travel concurred, “These outreach efforts are part of our commitment to invest in the growth and education of the industry. Through the roadshows, we will also kick-start the development of a growing network of corporate travel professionals in China and nurture these professional relationships through sustained engagement.”

Corporate Travel World (CTW) China 2016 was held from 6 – 8 April in Shanghai and was 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 2016

Date: April 6 - 8, 2016
Venue: Shanghai Exhibition & Convention Center of International Sourcing, China
Event URL: www.corporatetravelworld.com/china

CTW CHINA EVENT DESCRIPTION

The Leading Corporate Travel Management Conference For China

Since 2015, CTW China has been the market’s answer to the proliferation of business travel & entertainment (T&E) activities from Chinese-grown companies and multi-national corporations based in China. This market-driven event is thus dedicated to raising the sophistication of Chinese corporate travel professionals who manage the T&E 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 T&E 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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