



ITB China announces its first ever partner airline China Eastern

Special discount for visiting ITB China

Berlin/Shanghai, 15 March 2017 – ITB China announces their first partner airline: China Eastern and ITB China signed a corresponding partnership agreement on 10 February 2017. ITB China will take place from 10 to 12 May 2017 at the Shanghai World Expo Exhibition and Conference Center. The event, an international offshoot of one of Messe Berlin's most successful trade fairs will take place annually and focus on the Chinese travel industry. David Axiotis, General Manager ITB China: "China Eastern has once again underlined its constantly growing role in China's aviation by serving round about 100 million passengers last year. With China Eastern Airlines ITB China has gained a very strong and valuable partner airline for its inaugural show and we are looking forward to a mutually beneficial partnership".

Special discount for visiting ITB China

The three day B2B tradeshow and convention is designed to be the primary event for the Chinese travel industry and the event's airline partner, China Eastern, is offering special fares for those flying to the exhibition. On the promotion page uk.ceair.com especially releases by China Eastern Airlines, trade visitors can exclusively book the best airfare price. More information on traveling to ITB China can be found under: www.itb-china.com/travel-info/

China Eastern Air Co. Ltd. is one of China's top three airlines. One of the country's first state-owned enterprises to offer shares on the New York Stock Exchange, China Eastern remains owned for the most part by Eastern Air Group Co., the government's holding company. Since its inception in 1988, CEA has invested heavily to modernize its fleet and train its personnel to Western standards. Passenger traffic accounts for 80 percent of total revenues. The carrier operates 68 aircraft on 120 routes, from domestic flights to intercontinental voyages.

About ITB Berlin and ITB Asia

First launched 50 years ago, ITB Berlin is recognised as the most successful trade show for the global travel industry. Some 10,000 exhibitors from more than 180 countries regularly attend this event. Every year in October for the last eight years Messe Berlin has successfully organised ITB Asia in Singapore. Boasting 760 exhibitors from 73 countries, ITB Asia in Singapore has established itself as one of the leading travel trade shows in Asia. As the second show in Asia, ITB China will take place in Shanghai, one of the leading industrial cities in the People's Republic of China, and with a

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population of around 23 million one of world's largest cities. In contrast to ITB Asia, which reflects tourism in Asia as a whole, ITB China focuses entirely on the Chinese travel market.

About ITB China and the ITB China Conference

ITB China 2017 will take place from Wednesday to Friday, 10 to 12 May, at the Shanghai World Expo Exhibition and Convention Centre. ITB China is a three-day business to business travel trade fair that focuses exclusively on the Chinese travel industry. The ITB China Conference will take place parallel with the show and is co-organised by the leading conference organiser TravelDaily (www.traveldaily.cn).

More details are available at www.itb-china.com

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