



PRESS RELEASE

Milan Bergamo Airport begins the process for “Welcome Chinese” certification

A prestigious form of recognition by the Beijing Government to create new relationships and connections with China

Milan Bergamo Airport plans to present itself to the Chinese market as a point of access to Northern Italy for charter flights from the most important Chinese cities, thanks to the Welcome Chinese Certification, a prestigious form of recognition issued by the government, which give recognised structures exclusive direct access to the Chinese market through the support of the China Tourism Academy, a body forming part of the Chinese Ministry for Culture and Tourism, which is running the programme and offering special certification benefits with the most important Chinese tour operators, in collaboration with China Central Television (CCTV), the national television network, and China UnionPay, the only credit card network issued in China.

The Welcome Chinese Certification, dedicated to outbound Chinese tourism, is aimed at the promotion of service standards in order to facilitate organisations operating in the tourism sector to better understand the needs of Chinese tourists, thus providing them with a better travel experience.

In this light, Milan Bergamo Airport is setting up these related services: *dedicated signage in the terminal, payment with UnionPay credit cards in the airport shops, translations of menus in digital format in the various food areas, a version of the website in Chinese, and free wi-fi.*

The certification also forms part of the promotion strategy for 2018, EU-China Tourism Year, which sees the involvement of the most important European and Chinese leaders in the tourism sector, such as Tencent, Citrip, Tuniu, Fliggy and Mafengwo.

“Milan Bergamo Airport has rapidly adapted to an all-round form of welcome for our Chinese friends which, while waiting for direct flights to be set up, takes advantage of connecting flights with European hubs linked to our airport - stated Emilio Bellingardi, Director General of SACBO, the airport management company - Welcome Chinese Certification is a form of guarantee for the best possible Chinese language welcome for passengers, and an invitation to choose our airport as an access point for the Milan and Northern Italy area”.

“We are honoured to welcome Milan Bergamo Airport among our partners, and to present the Chinese market with a new access point to Italy, with direct charter flights in line with the promotional activities for the EU-China Tourism Year that we are carrying out - stated Jacopo Sertoli, President of Welcome Chinese - The certification allows the airport to take a further and fundamental step forward in the strengthening of hospitality ties between the Milanese hinterland and Eastern Lombardy, and the many new Chinese tourists in arrival”.

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