

PRESS RELEASE

SACBO COMMUNICATION CAMPAIGN WITH WELCOME CHINESE AT MILAN BERGAMO AIRPORT TO MARK CHINESE NEW YEAR

To mark Chinese New Year, which will take place on Tuesday 5th February 2019, SACBO has prepared some initiatives that benefit Chinese customers, as part of the Welcome Chinese communication programme it is now a part of.

In particular, a special graphic related to Chinese New Year will be shown on airport monitors to mark the occasion, provided by Welcome Chinese. It will remain visible from 29th January until 20th February 2019. Milan Bergamo Airport has seen a significant increase in passengers leaving for China during 2018; about 400 more than in 2017, taking into account that such passengers are taking flights with stop-overs.

The Welcome Chinese certification which SACBO has obtained also came along with greater attention to the communication needs of Chinese passengers, providing information on security checks in Chinese, also using a QR code which provides a translation, as well as on the tax-free service, which is also explained in a leaflet translated into Chinese.

In addition to developing communication in other areas of the airport, the Unionpay payment system has been introduced in airport shops.

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