

PRESS

27 – 29 MAY 2025 | SHANGHAI



17 February 2025

EGYPTAIR Named Official Partner Airline of ITB China 2025

ITB China is excited to announce EGYPTAIR as the Official Partner Airline of ITB China 2025, taking place from May 27–29 in Shanghai. This partnership aims to boost Egypt's visibility as a prestigious travel destination and strengthen its presence in the Chinese outbound travel market, with EGYPTAIR facilitating seamless connectivity for Chinese travelers.

As part of its strategic collaboration with ITB China 2025, EGYPTAIR will showcase Egypt's tourism potential and its growing air connectivity to the Chinese market. These efforts align with Egypt's broader goal of strengthening economic ties, trade and tourism exchange with China, supporting the recovery of both the tourism sector and business travel.

Egypt is renowned for its rich cultural heritage, iconic landmarks, and stunning natural attractions, such as the Red Sea and Sinai beaches, which attract many Chinese travelers seeking unique cultural experiences. As part of its growing efforts to strengthen its bonds with the Chinese market, EGYPTAIR is expanding its network to meet the rising demand for travel between Egypt and China.

"This is our third participation at ITB China, and we are delighted to return and announce **EGYPTAIR's role as an Official Partner Airline** of this year's event. China represents a key market for us, given its large population and high passenger volume. Expanding our presence in China remains a top priority for EGYPTAIR. We are dedicated to accelerating our growth in China, fostering stronger cooperation, and promoting deeper cultural exchanges between Egypt and China." **Capt. Mohamed Elyan, CEO EGYPTAIR AIRLINES.**



Capt. Mohamed Elyan, CEO EGYPTAIR AIRLINES

The airline currently operates approximately 18 weekly flights connecting Egypt to major Chinese cities, including Beijing, Shanghai, Guangzhou, and Hangzhou. In response to the increasing demand, EGYPTAIR is working to expand direct flights to key city hubs and improve service quality, ensuring a comfortable travel experience for Chinese passengers.

The EGYPTAIR stand will showcase the airline's strong presence in the market. In collaboration with Chinese travel agencies, EGYPTAIR aims to promote Egypt as a prestigious travel destination, providing a unique opportunity for domestic tourism experts to connect and explore growing travel options between Egypt and China. EGYPTAIR will also feature a lucky draw and presentations, showcasing Egypt's rich history, cultural diversity, and its expanded services to key Chinese cities.

EGYPTAIR's expansion in China and its partnership with ITB China in 2025 underscore the airline's commitment to meeting the growing needs of Chinese travelers and promoting Egypt as a prominent global destination.

About EGYPTAIR

Established in 1932, EGYPTAIR is one of the world's pioneering airlines, the 7th IATA member, and a member of Star Alliance. With over 1,200 weekly flights from Cairo International Airport, EGYPTAIR serves more than 70 destinations across Africa, Europe, the Middle East, the Far East, and North America. Through Star Alliance's extensive network, EGYPTAIR connects to over 1,200 global destinations.

About ITB China

ITB China, the B2B travel trade show focused on the Chinese travel market, will take place from May 27 to 29 at the Shanghai World Expo Exhibition & Convention Center, offering unique networking opportunities with key players of the Chinese travel industry and latest insights in this booming market.

ITB China is the ultimate platform for international travel suppliers to connect with handpicked top-tier Chinese buyers through state-of-the-art matchmaking, pre-scheduled meetings, and exclusive networking events. The ITB China Conference takes place in parallel with the show and is co-organized by one of the largest travel media and conference organizer TravelDaily.

About ITB Global Brand Family

For more than 50 years the name ITB has stood worldwide for the travel industry knowledge 365 days a year, networking and trendsetting events - in a virtual, in-person, or hybrid format alike. As the travel industry resurges, the ITB brand family is among the first to come back to offering on-site in-person events. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from March 4 to 6, 2025. ITB China, the premier marketplace for China's travel industry, is scheduled for 27 to 29 May 2025, in Shanghai. ITB India will be held in Mumbai from September 2 to 4, 2025. ITB Asia will take place in Singapore from October 15 to 17, 2025, covering the broader regional market.

More details are available at [Homepage](#)

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