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EGYPTAIR Returns as Official Airline Partner of ITB China 2026, Strengthening Egypt–China Tourism and Air Connectivity

EGYPTAIR is reinforcing its strategic commitment to the Chinese market and its growing role in connecting Egypt and China. With 17 weekly flights connecting Cairo to four major Chinese cities, the airline will leverage ITB China, taking place from 26 to 28 May in Shanghai, to showcase its expanding network and enhanced connectivity, while further driving tourism, trade, and people-to-people ties between the two countries.

ITB China has announced **EGYPTAIR as the Official Airline Partner of ITB China 2026**. Through this partnership, both parties aim to enhance air connectivity and strengthen tourism cooperation between China and Egypt, while fostering new opportunities for travel industry exchange between the two countries and the wider international market.

Marking its fourth participation at ITB China, EGYPTAIR's journey from co-exhibitor to main exhibitor and now Official Airline Partner reflects its deepening engagement with the Chinese travel market and its continued recognition of ITB China as a key platform for industry exchange. .

Expanding China Network and Connectivity

To better serve Chinese travelers, EGYPTAIR is accelerating its network expansion, with plans to increase flight frequencies and introduce new destinations. Through the continuous optimization of its routes and services, the airline aims to provide more convenient and seamless travel options to Egypt and beyond.

EGYPTAIR currently operates 17 weekly flights between Cairo and four major Chinese cities—Guangzhou, Beijing, Shanghai, and Hangzhou. Via its Cairo hub, the airline not only connects China and Egypt directly, but also offers smooth onward connections to Africa, Europe, and the Middle East.

This extensive network supports tourism growth, facilitates business exchange, and strengthens people-to-people ties between China and Egypt.

"On behalf of EGYPTAIR, we are delighted to be the ITB China's Official Partner Airline. This cooperation represents EGYPTAIR commitment to strengthening connectivity between Egypt and China; and underscores the strategic importance of the Chinese market within EGYPTAIR's growth plan given the robust and growing passenger demand between the two countries," said **Captain Mohamed Elyan, Chairman & CEO of EGYPTAIR AIRLINES**.



Captain Mohamed Elyan, Chairman & CEO of EGYPTAIR AIRLINES © EGYPTAIR

Global Expansion and Service Enhancements

Lydia Li, Deputy General Manager of Messe Berlin (China) said: "Air connectivity is a key driver of international tourism cooperation. EGYPTAIR's long-term engagement with ITB China, now as Official Airline Partner, reflects the growing partnership between China and Egypt's travel industries. Through ITB China, we look forward to further supporting tourism exchange and industry dialogue while creating more valuable connections for Chinese buyers and global travel partners."

Beyond its China network, EGYPTAIR has been steadily expanding its global footprint and enhancing its service offering in recent years. The airline has strengthened its presence in Europe and North America, including new routes to Venice, Los Angeles, and Chicago.

At the same time, EGYPTAIR continues to invest in service quality, operational efficiency, onboard experience, and its frequent flyer programme, EGYPTAIR Plus. It is also introducing

next-generation aircraft, including the Boeing 737 MAX 8 and Airbus A350, to further enhance operational performance and passenger experience.

At ITB China 2026, EGYPTAIR will engage industry partners on its China route network, Cairo hub connectivity, global expansion, and service enhancements tailored to the Chinese market. As the partnership continues to grow, ITB China remains the key international travel trade platform for strengthening connections between airlines, destinations, travel agencies, and buyers worldwide.

Join ITB China 2026

Trade visitor **and** media **registration for ITB China 2026 is closing soon**. All attendees are required to register online prior to the event.

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. ITB China, the premier marketplace for China's travel industry, is scheduled for 26 to 28 May 2026, in Shanghai. ITB India will take place in Mumbai from September 2 to 4, 2026. ITB Asia will be held in Singapore from 21 to 23 October 2026, covering the APAC market. The inaugural ITB Americas will be held in Guadalajara, Mexico, from 10 to 12 November 2026, covering the American market. ITB Berlin, the world's leading B2B trade show for the travel industry, will take place in Berlin from March 16 to 18, 2027.

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