

# Aeolus and China Southern Airlines Signed Strategy Branded Amenities Supply Contract During CIIE 2019

China International Import Expo, Shanghai, November 5th to 10th 2019.



2nd from the left (front row), Mr. Alex Chu, Vice President of Aeolus (Asia) Ltd.

"Nearly 200 enterprises from China's Hong Kong Special Administrative Region (HKSAR) participated in the second China International Import Expo (CIIE) in Shanghai to showcase quality Hong Kong products and services and promote the region as the international commerce and trading platform in Asia." Among them, Global luxury brands like LVMH and L'Oréal are ones of dozens of big corporations to sign up for this year's second China International Import Expo, in order to contribute to further enhance China opening-up and reform. "Innovative products and creative ideas will be the hallmark of the second China International Import Expo", according to leading participant companies.

China Southern Airlines, headquartered in Guangzhou, is the largest airline in Asia and the 3rd in the world. With USD 3.6 billion deals throughout 2019, China Southern Airlines has been recognised for being the biggest importing company in the aviation industry in China during CIIE 2019. AEOLUS has been deservedly invited to the signing ceremony to represent China Southern Airlines' top strategic partner and signed the inflight amenities contract as the only and exclusive supplier to China Southern Airlines in this category.

Headquartered in Hong Kong, AEOLUS is the precursor of inflight amenities on the China market, exploring and pursuing this market for more than 20 years. Today, AEOLUS supplies Chinese airlines and especially China Southern Airlines under exclusive agreement for their first and business class cabins for over 10 years continuously. The collaboration of Aeolus with China Southern Airlines extends to other categories too, making Aeolus their favourable supplier in the amenities' category again in 2019. Thanks to the continuous effort of Aeolus, Chinese airlines will provide branded amenities perfectly matched with global luxury brands for the enjoyment of their passengers.

AEOLUS VP Asia, Alex CHU, said: "It was a great honour to witness China Southern Airlines' ceremony and sign the inflight amenities contract as China Southern's closest and exclusive partner in this category. We are proud to strengthen our collaboration and business relationship with such a powerful corporation. We started supplying China Southern Airlines' First and Business class cabins more than 10 years ago and we are always striving to provide the best solutions for their top premium passengers."

About Aeolus (Asia) Ltd. - AEOLUS is an Inflight amenities supplier to airlines. The products we offer include amenity kits, tableware, textiles, comfort items, cosmetics and tailored inflight services. From design to delivery, we strive for excellence and source the perfect partners to bring the highest-quality products to passengers. "Ruler of the winds" means we convert imagination into successfully delivered products.

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