

AirFi partners with United Enterprise to expand presence in China



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[AirFi](#) has announced a brand partnership with [United Enterprise Aviation](#) (UE). The tie-up between AirFi and UE, based at Baiyun International Airport in Guangzhou ([CAN](#)), China, is the latest move in AirFi's mission to become a global player, the May 15 press release said.

United Enterprise represents, distributes and services a range of leading products and services for major brands in the aviation industry, and will now do the same for AirFi's portfolio, including its AirFi box IFE streaming solution, Connected Crew mPOS solutions and AirFi LEO connectivity solution.

"Last year, Boeing predicted that China would account for 20 percent of the global demand for new aircraft between now and 2042," the company said. "There has never been a better time to bring AirFi's products and services to the Chinese aviation market through a trusted and well-respected local partner."

Job Heimerikx, AirFi CEO, also commented on the partnership, "No two global regions are alike. This is why the AirFi growth strategy has always included branded partners who understand the nuances of doing business in their home markets."

"By combining our strengths with the strength of our local partners, we can operate with maximum efficiency and support airlines everywhere to improve passenger experiences, boost inflight sales revenues, and streamline crew operations," he added.

Heimerikx called United Enterprise is a well-established player in China and said he looks forward to growing AirFi's presence in the Chinese market with UE.

“AirFi is the global leader in portable wireless IFE solutions, onboard retail technology and low-bandwidth aircraft connectivity and we see a great need for such innovation in the Chinese aviation sector. It is expected that the market response to AirFi China will be strong, and we are excited about short and long-term opportunities for mutual development. We have already begun marketing AirFi solutions in the region with positive responses,” said Angie Peng, business development manager at United Enterprise.

AirFi China plans to adapt and evolve the AirFi product portfolio to better suit the unique culture and business architecture of China. Work is already underway to integrate the backbone technology of AirFi’s in-seat ordering capability with AliPay and enable payment via QR codes, to reflect the popular payment methods in the region.

AirFi China joins a roster of AirFi branded partners around the globe, which include AirFi America, AirFi Vietnam, AirFi Indonesia and AirFi Japan.