

Customer centric initiatives high on the agenda for Emirates and Huawei partnership



Emirates and Huawei officials at yesterday's meeting in Dubai

[Emirates](#) yesterday welcomed Eric Tan, Vice President, Consumer BG Global Ecosystem Development and Operations Department at [Huawei](#) to explore ways to further develop their partnership and initiatives to improve customer experiences in the tech sector.

Tan was received by Boutros Boutros, Divisional Senior Vice President Corporate Communications, Marketing and Brand, and Orhan Abbas, Senior Vice President Commercial Operations (Far East) at Emirates.

During this meeting the men discussed the latest innovations and future trends in travel and technology and reaffirmed their commitment to mutually beneficial projects in the MENA region and mainland China.

The Emirates app is currently available on Appgallery in all Huawei smart devices including Huawei's smart watches. Earlier this year, Emirates and Huawei enhanced their partnership by signing another Memorandum of Understanding (MoU) at the Arabian Travel Market in Dubai to further establish mutual activities that increase their user reach and brand awareness.

"The airline has also been able to provide customer-centric initiatives that elevate the user experience of the Emirates app for Huawei smart device users through this partnership," said a release from Emirates.