

# Greater Bay selects Retail inMotion for inflight sales



Algernon Yau, CEO of Greater Bay Airlines (left) and HK Cheung, Head of LSG APAC Region at the signing ceremony in Hong Kong this week

This week, [Retail inMotion](#) (RiM) Asia, the LSG Group's brand for onboard retail was awarded a contract by [Greater Bay Airlines](#) (GBA) for their onboard retail management, including the technology aspect of the program.

The onboard retail program covers both food and beverage and boutique products. LSG Sky Chefs is began catering Greater Bay at the end of 2021.

"Both services complement each other perfectly, and thus provide customers and their passengers with a completely new customer experience on board," said HK Cheung, Head of the LSG APAC region, during the signing ceremony May 24 in Hong Kong. "I am very grateful for the trust that Greater Bay Airlines has placed on our company and proud of my team, which together with the RiM team has made this success possible."

"From the very beginning that we worked with LSG Sky Chefs on the classic-catering offer, we realized that our companies were a good fit," added Algernon Yau, CEO of Greater Bay Airlines. "Retail inMotion is the expert and market leader in OBR and is the partner of choice for our onboard-retail program offering to our passengers. We are looking forward to a strong and trusting cooperation starting this summer."

GBA is a newly founded international airline based in Hong Kong. It has two 737-800 aircraft, with a third one set to join the fleet by late 2022. They aim to grow to over 30 aircraft by 2026. GBA has been granted the licenses to operate from Hong Kong to 104 destinations, including the Chinese Mainland and other Asian destinations in the region. It plans to launch its inaugural flight this July, and the OBR program in September.