

Inflight Experience China Summit gathers industry experts and airlines in Shanghai



The [Inflight Experience China Summit](#) took place in Shanghai on December 7, bringing together more than 180 industry professionals and more than 35 airlines. IF ECS is organized by Eventree, an event brand of AviaMatch Technology.

The one-day event focused on global inflight trends and the latest developments set to revolutionize the inflight experience for passengers. IF ECS, a combination of an international summit and B2B networking event, was hosted at the Holiday Inn Shanghai Hongqiao West.

The event kicked off with keynote speeches. Industry professionals scheduled to speak at the summit included Azman Ahmad, GM, Product Management/Food & Beverage at Saudia Airlines, Oren Cohen Butansky, EVP and Chief Customer Experience Officer at El Al Airlines and Frank Tang, General Manager, China, of Air Asia.

Wang Peng, Deputy General Manager, Inflight at China Southern and Liu Feng, Product Director, UME Trip at TravelSky were also scheduled to give Keynote Speeches.

Keynote addresses, scheduled in 20-minute blocks throughout the day until 6:00 p.m. local time, were interspersed with coffee breaks and networking opportunities for attendees.