

# 芬兰航空在中国 FINNAIR IN CHINA

Robert Öhrnberg  
General Manager, Greater China





## What's up in China - Finnair

- Today I will touch upon these hot topics:
- Finnair as a Pioneer in China
- Finnair Strategy and focus for 2018
- Finnair & China Digitalization
- Localization

# Long-term commitment to China 芬兰航空长期致力于拓展中国市场



1988 1st Western European airline flying nonstop to **Beijing**  
1988年 芬兰航空成为首家开通直飞北京航线的西欧航空公司

1990s Increasing frequencies to Beijing  
1990年代 芬兰航空增加了飞往北京的航班班次

2000s Direct services to **Hong Kong** and **Shanghai**  
2000年代 芬兰航空开通了直飞香港和上海的航线

2012 1st European airline with direct service to **Chongqing**  
2012年 芬兰航空开通了直飞重庆的航线

2013 1st European airline with direct seasonal service to **Xi'an**  
2013年 芬兰航空开通了直飞西安的季节性航线

2015 1st airline in the world to operate **A350 in China**  
2015年 芬兰航空A350客机执飞上海 航线

2016 Seasonal route to **Guangzhou**  
2016年 芬兰航空开通了直飞广州的季节性航线

2017 1st airline in the world to offer **Alipay** mobile payment on board  
2017年 芬兰航空开通舱内支付宝服务

2018 Direct service to **Nanjing** (starting May 2018)  
2018 芬兰航空即将开通直飞南京的航线 (2018年5月起)

# 芬兰航空在中国的航线 - Finnair routes to China



- **ROUTES / FREQUENCY / AIRCRAFT**

- Beijing – Daily A350
- Shanghai – Daily A350
- Chongqing – 3-4 F/W A330
- Xi'an – seasonal 3 F/W A330
- Guangzhou – seasonal 4 F/W A330
- Hong Kong – 10 F/W A350 (**12 F/W from Dec-18**)
- **Nanjing – 3 F/W A330 (Starting May 2018)**
- S18 - 38 Flights per week to GC – New record!

(F/W = Frequencies per week)



## 2018 FOCUS



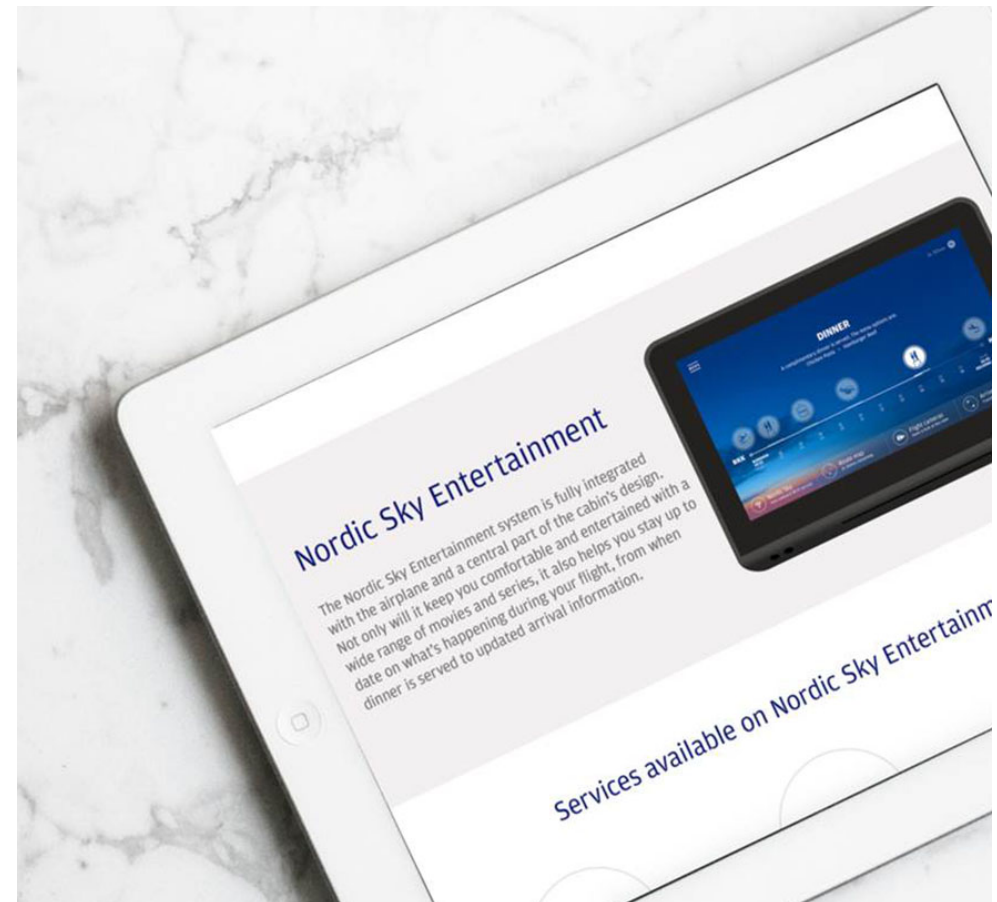
- New Nanjing Route
- 30 Years Anniversary
- Digital Transformation
- Strong Nordic Focus
  - Specifically Finland as destination
- Chinese consumers travel habits are changing – Need to adapt!
  - GIT -> FIT
  - Shopping -> Experiences
  - Multi-destination -> Mono-destination
  - Offline -> Online
  - Digital Mobile Payments!
- Double 11 (Shopping Festivals)
- Localization





## China Digitalization

- Starting Point:
- Online 24/7
- Mobile
- China Digitalization for Finnair:
- Flagship Stores
- New updated .com
- Develop payment options
- WeChat as a multi-channel
- Develop and localize Digital touchpoints
  - .com, APP, Nordic Sky Portal
- A350 & Wifi





## Flagship Stores – E-commerce meets tourism industry

- Fliggy
- Qunar
- JD.com
- Wechat
- More in pipeline...



# 机上支付宝移动支付服务

## Alipay mobile payment on board



- Finnair is the first airline in the world to offer Alipay mobile payment solution for inflight purchases.
- Currently available on all China flights
- Alipay also available for selected stores and lounges at Helsinki Airport, and also other places in Finland.

**USE ALIPAY  
ONBOARD**





## Finnair & Wechat

- Marketing
  - Post to followers (+30K and growing fast)
  - Wechat Moments Marketing
- Customer Care
  - Customer Service Chat to our CCC in NEA
- Selling Flight Tickets
  - First European Airline to start selling flight tickets directly through our official wechat
  - Enable Wechat Pay
- Next step
  - ??





## Finnair & JD.com

- Finnair was first international/foreign airline to partner with JD.com
  - FSS
  - Loyalty/Membership
  - Marketing Promotion





## Double Eleven (11/11) – Singles Day

- Biggest Shopping Festival on Earth
  - Alibaba started – Now mainstream but with Alibaba in the lead
  - All companies participate
  - Low Prices and/or added value
  - Selling huge volumes
  - Participating not only for sales, but also for marketing and branding
- 
- Other shopping festivals
    - 618 JD
    - 1028 Ctrip colorful day
  - Finnair participate in all of these shopping festivals, and last year with very good results!





## Other localization efforts

- Local Cabin Crew Base
  - To serve customers with local touch
  - Language
- Chinese Speaking Staff in HEL
- Chinese signage in HEL
- Inflight Entertainment content
- Inflight FOOD...



# 首位签约的中国大厨——刘一帆

## First Chinese Signature Chef Steven Liu





**TTG中国 “最佳欧洲航空公司”  
Best European Airline**

**2016 & 2017 (& 2018?)**



## 2016年度中国国家旅业榜 — 最佳商务舱 China National Tourism Award 2016 Best Airline for Business Class



Pictures from Finnair A350 Business Class



**北欧最佳航空公司**  
**Best Airline**  
**in Northern Europe**





**谢谢**  
**THANK YOU**

