

乘风来去：国航搭起中瑞友谊的桥梁

On the wings of the Phoenix: Air China builds a bridge of friendship between China and Switzerland



[王凡，中国国际航空公司日内瓦营业部总经理]

● By Wang Fan, General Manager, Geneva Office of Air China

2013年5月7日国航开通日内瓦-北京直飞航线，转眼已进入第三个年头。作为日内瓦到中国的唯一直达航班，国航不仅为旅客提供了更多便利，成为往返中瑞及连接亚太的最佳出行选择，也进一步促进了两国人民的友好交往，极大地推动了两城、两国之间的政治、经济、文化交流。

航线运营两年多来，累计提供11万人次优质安全的航空运输服务，运输进出港货物5800吨。直航的开通使得中国-日内瓦双向流量同比增长了43%，北京-日内瓦的双向流量同比增长了55%，国航北京至日内瓦航线的旅客人数占到北京至日内瓦直达和中转航班旅客总人数的一半以上，市场份额增长达到60%。

国航作为中国唯一载国旗飞行的航空公司，代表中国形象，向世界展示中国。国航秉承“放心、顺心、舒心、动心”的服务理念，对北京-日内瓦航线的服务产品做了精心设计，力求为旅客提供美好、独特的服务体验。日内瓦航线启用空客A330-200机型执飞，公务舱座椅可轻松调至任何角度并完全放平，成为一张180度全平躺的宽大睡床。经济舱配备8.9英寸个人娱乐系统屏

It has been in the third year since Air China opened the direct route of Geneva-Beijing in May 7th 2013. As the only direct flight from Geneva to China, Air China not only provides more convenience for passengers and becomes the best travel options between Switzerland and China or even the Asia-Pacific, but also has facilitated the exchanges between the two peoples and greatly promoted the political, economic and cultural exchanges between the two cities and the two countries.

In the two years since the route was opened, we provided safe and quality air transport to more than 110,000 passengers, with freight of 5,800 tons. With the opening of direct flight, the yearly bi-directional traffic between China and Geneva has risen by 43%, and by 55% between Beijing and Geneva. This direct flight of Beijing-Geneva carries more than half of all passengers traveling from Beijing to Geneva, either with or without transit. The market share has grown to 60%.

Air China, as the only airline bearing China's national flag, represents the image of China and presents China to the world. With service philosophy of "Credibility, Convenience, Comfort and Choice", Air China carefully designed the Beijing-Geneva route, and strives to provide passengers with great and unique service experience. The Geneva route uses Airbus A330-200 aircraft, with business class seats with 180-degree recline to a completely flat bed. The economy class is equipped with personal entertainment systems of 8.9-inch screen and rich contents updated monthly. We also staffed excellent crew and ground services personnel, arranged departure and arrival time at noon in Beijing to enable convenient traveling and transition for the passengers. The network of Air China in Beijing not only covers all major cities of China, but also of Japan, Korea, Australia and South-East Asia. Air China provides free VIP buses and transit hotel accommodations, as well as seamless service of checking luggage directly to the final destination.

Air China has received strong support in Switzerland, with international customers including multinational companies such as Novartis and Nestlé. In 2014, Air China signed designated carrier agreement for VIP customer with 14 international organizations affiliated with the United Nations, the International Olympic Committee (IOC) and the International Air Transport Association (IATA). In August 2014, Geneva Office of Air China cooperated with the Youth Olympic Games, flying thousands of athletes from around the world. On July 31st 2015, Beijing won the bid to host the 2022 Winter Olympics, and Air China provided excellent services to China's Olympic bidding delegation to and from Lausanne.

Bearing the idea of "giving back to the community and taking public responsibility", Air China actively participates in philanthropic undertakings. We took part in the charity activities of the UN Women for

幕，丰富内容每月更新。同时选配优秀的空中和地面服务人员，北京进出港航班时刻都选择在中午，充分考虑到旅客日程安排的合理性，乘机、转机的便利性。国航在北京的航空网络不仅可以覆盖中国各大城市，也覆盖了日本、韩国、澳大利亚和东南亚各大城市；国航免费提供贵宾车接送、中转酒店住宿等服务，乘坐国航便可以享受一票通达、行李直挂的无缝衔接服务。

国航在瑞士得到了各行各业人士的大力支持和鼎力帮助，诺华、雀巢等跨国公司都是国航的全球客户。2014年，国航先后与联合国下属的14家国际组织、国际奥委会IOC和IATA国际民航组织等签订了指定承运大客户协议。2014年8月，国航日内瓦营业部与青奥会成功合作，承运了来自世界各地的几千名运动员参赛；2015年7月31日北京成功申办2022年冬奥会，国航多次为往返洛桑的中国申奥代表团提供了出色的服务保障。

本着“回馈社会、承担公责”的理念，国航在当地积极参与社会公益事业，如连续2年参与联合国国际妇女儿童组织的慈善义卖活动，得到了联合国妇女署主席的感谢。2015年，国航作为日内瓦国际马拉松赛的赞助商之一，积极参与全民健身运动，获得了很好的市场宣传。

国航在瑞士还得到了中国驻瑞士使领馆、中国驻联合国代表团和常驻世界贸易组织代表团的鼎力支持，2014年5月7日，开航一周年庆典在美丽的日内瓦湖畔举办，中国驻瑞士大使许镜湖女士和日内瓦州议员到场祝贺，对国航在瑞士的经营发展予以了充分肯定。2015年5月，国航在洛桑和苏黎世分别举行了两场面向华人华侨和企业客户的推介会，获得社会各界的肯定。

瑞士是一个充满魅力的国家，旅游资源丰富，多姿多彩的自然、人文景观引人入胜；金融、贸易行业发达，是欧洲重要的商务中心。2015年是中瑞建交65周年，中瑞友好合作关系将获得新的发展动力。借用李克强总理1月在达沃斯论坛上点评的滑雪三要素：“速度、平衡和勇气”，相信随着中国经济的发展和公民出境旅游的持续升温，国航在瑞士业务必将有序平稳发展。



2014年5月7日，北京-日内瓦航线开航一周年庆典
07.05.2014, 1-Year Ceremony of Opening Airline to Geneva

2 consecutive years, and received the thanks from the Executive Director of UN Women. In 2015, as one of the sponsors of Geneva International Marathon, Air China actively participated in the national fitness campaign and received good market response.

Air China has also received support from the embassy and consulates of China in Switzerland and consulates, Mission of P. R. China to the United Nations and the Permanent Mission of China to the World Trade Organization. On May 7th 2014, on the occasion of the 1st anniversary of the Geneva-Beijing route, Ms. Xu Jinghu, Ambassador of China to Switzerland and the councillor of Canton Geneva attended the ceremony at the scenic Lake Geneva, and acclaimed the business of Air China in Switzerland. In May 2015, Air China held two promotions in Lausanne and Zurich respectively for the overseas Chinese and enterprise customers, receiving great feedback from the community.

Switzerland is a country of charm - rich tourism resources, fascinating natural and cultural landscape. It has leading financial and trade industry and is an important business centre in Europe. 2015 marks the 65th anniversary of the diplomatic ties between China and Switzerland, giving more power to the cooperation between the two countries. As Chinese Premier Li Keqiang mentioned at the Davos Forum, good skiers needs to “go at the right speed, keep balance and be courageous”, we believe that with China's economic development and booming international traveling, the business of Air China in Switzerland will surely have a great future.

