

## 2.0 & Partners teams up with Milan Airports in Chinese Excellence Academy workshop



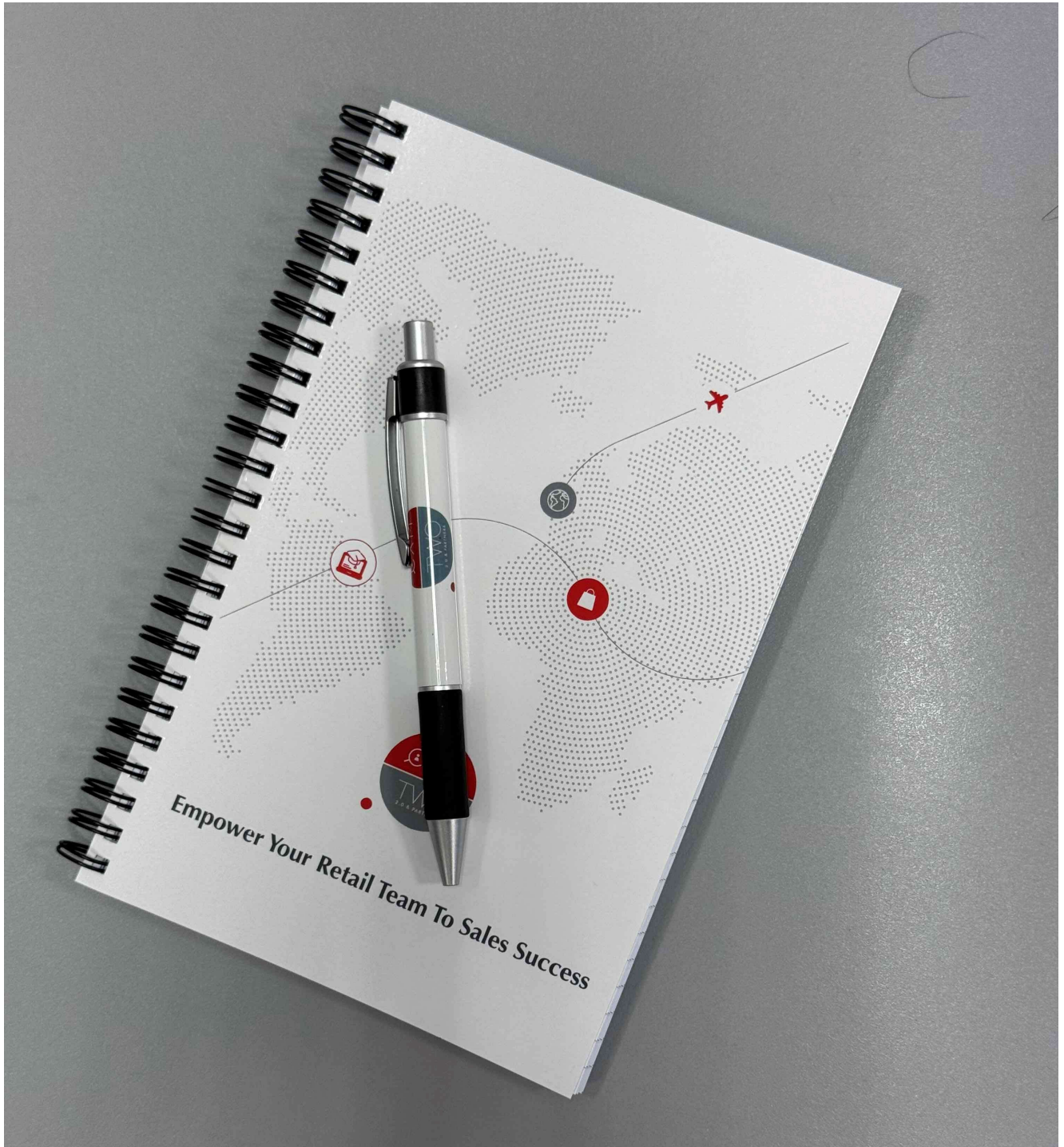
The 2.0 & Partners Chinese Excellence Academy workshop at Milan Airports on November 21

Travel retail experts 2.0 & Partners has joined forces with Milan Airports (SEA Milano) to deliver the innovative Chinese Excellence Academy workshop for frontline staff at the Italian airport group.

The Chinese Excellence Academy offers both online and offline workshops, crafted by industry experts, especially for the travel retail sector, to help frontline staff to unlock the next level of service for Chinese consumer.

According to 2 & 0 Partners, outbound travel from China is poised to reach 80% of pre-COVID levels in 2024. However, evolving and higher expectations when it comes to in-store service and staff interaction have led to a reduced willingness to spend on the part of this once key shopper demographic.

“In this environment, it is more important than ever that every in-store experience feels tailored and truly bespoke for these consumers as they return to the travel retail market,” the company states.





## CHINESE CLIENT EXCELLENCE

The Chinese Excellence Academy is perfectly designed for this purpose, delivering dedicated training on cultural understanding, allowing participants to understand the norms and purchasing behavior of Chinese shoppers. The course also includes insights on effective interaction, including Mandarin and non-verbal communication, and tailored sales techniques. All of this is delivered in a highly interactive and immersive manner to assist with the rapid absorption of new information and skills.

The 2.0 & Partners Chinese Excellence Academy workshop at Milan Airports was delivered November 21 by 2.0 & Partners Head of Customer eXperience Management - Italy Erika Gianni, alongside Content Developer Simin Liu and Customer eXperience Management Project Manager Roberta Coletta.

“We are delighted to be bringing this tailor-made and vital training program to frontline staff at SEA Milano,” Gianni said. “The return of Chinese travellers is an exciting opportunity for the travel retail sector, but these shoppers’ demands, expectations and willingness to spend has changed, and frontline staff must be fully equipped with the insights, techniques and understandings to deliver exactly the service their consumers demand.

“This course has been crafted by experts to enhance the offer of travel retail staff and we are excited to further our partnership with SEA Milano with this workshop.”