

# Shinsegae Duty Free and China Southern Airlines forge strategic alliance



Key officials present at the signing ceremony in Seoul included China Southern Airlines Korean Branch Manager Wang Xun and Shinsegae Duty Free CEO Ryu Sin-yul

In a significant move to expand its global footprint and attract a wider spectrum of tourists, Shinsegae Duty Free has entered into a groundbreaking marketing agreement with China Southern Airlines. This strategic alliance, marked by the signing of a Memorandum of Understanding (MOU) on January 23 at Shinsegae Duty Free headquarters in Jung-gu, Seoul, promises to bring exclusive benefits to the airline's members and foster a deeper connection between the two companies.

Shinsegae Duty Free, part of the larger Shinsegae Group, has been a prominent player in South Korea's retail sector. Known for its luxurious shopping environments and diverse range of products, the company has become a favorite among both locals and tourists. With a strong presence in major cities like Seoul and Busan, Shinsegae Duty Free has been instrumental in shaping South Korea's retail landscape.

China Southern Airlines, one of China's top three airlines, boasts a significant global presence with a fleet of 900 aircraft and 97 million members. The airline has been pivotal in connecting China with the rest of the world, facilitating both business and leisure travel.

The collaboration is a key component of Shinsegae Duty Free's proactive marketing strategy to attract tourists from China and broader Asia. "With this historic agreement, we envision a

continuous exchange of various partnership services and fostering a friendly relationship with China Southern Airlines,” a Shinsegae Duty Free official stated.

Under the agreement, China Southern Airlines members will enjoy numerous benefits. Platinum cardholders will be elevated to the New World Duty Free Black status, granting them access to Shinsegae Duty Free’s VIP Lounge in Myeongdong. Additionally, members can relish various perks such as shopping subsidies, discount coupons for Incheon International Airport’s duty-free shop, Starbucks drink vouchers, and mask packs based on purchase levels.

These benefits are set to roll out from the end of February, with plans to expand mileage accumulation and enhance partnership benefits in subsequent phases. This alliance is not just a short-term collaboration but a step towards a long-term, strategic relationship between Shinsegae Duty Free and China Southern Airlines.

Shinsegae Duty Free is not stopping here. A key player in South Korea’s retail sector and part of the Shinsegae Group, the retailer has been making strategic moves to expand its global reach and attract a more diverse range of tourists.

Shinsegae Duty Free is committed to actively pursuing more global partnerships in the future, targeting individual global tourists through an expanded network. This partnership is poised to propel the retailer’s global reach, tapping into China Southern Airlines’ extensive customer base and significantly boosting its international profile.

This collaboration signifies a growing trend in cross-industry partnerships in duty free. By combining the strengths of both sectors, Shinsegae Duty Free and China Southern Airlines are set to offer an enhanced customer experience, potentially setting a precedent for future collaborations in the global retail and travel industry.