

Inflight Sales Group forms partnership with China Sales Group

By **Rebecca Byrne** on September, 2 2016 | Retailers



Jean-Marcel Rouff, Founder, Chairman and CEO Inflight Sales Group (ISG) and China Sales Group CSG's recently appointed CEO, James Zhang have announced a joint venture between the two companies. China Inflight Services will be based in CSG's Tsim Sha Tsui Centre offices and focus on joint supplier negotiations and new business ventures.

The new company, which opens in September 2016, will be headed Zhang and Rouff as Co-Chairmen. Patrick Garreau, as Director of Purchasing Services, will head up day-to-day operations.

The joint venture will streamline and improve procurement for both ISG and CSG by synergising marketing, sourcing and logistics capabilities of both entities. This pooling of expertise will bring to brands better services and greater enhancement of their image and products thanks to increased training of airline crew and better inventory management.

China inflight Services will better meet the expectations of the airlines and their passengers in order to offer the best possible selection of products, thereby enhancing customer experience through preferred collaborations with brands and more relevant marketing programs. Ultimately, this is expected to result in a growth of inflight revenue thereby benefitting airline customers of both ISG and CSG.

Rouff commented: "I am very pleased to be deepening our partnership with CSG, which has been a very important one for me. We are confident that together, our synergies will allow both our companies to benefit in today's environment. ISG has recently completed extensions with several major customers, and is well-placed to focus on improving both sales and terms with key suppliers."

Zhang added: "We are particularly pleased to be working with ISG to reinvigorate our airline inflight retail programs. CSG has just been awarded a new long-term contract with Air China and with contracts of similar duration already in place for China Eastern, China Southern and Hainan Airlines. This allows us to focus on strengthening our position within the market, and working with ISG to advocate for the airline sector in Greater China and APAC."