

## **EUROAIRPORT BASEL AND SHANGHAI AIRPORT AUTHORITY TO SIGN HISTORIC MEMORANDUM**

**Letter of Intent signed between EuroAirport and SAA on March 13<sup>th</sup> 2015**

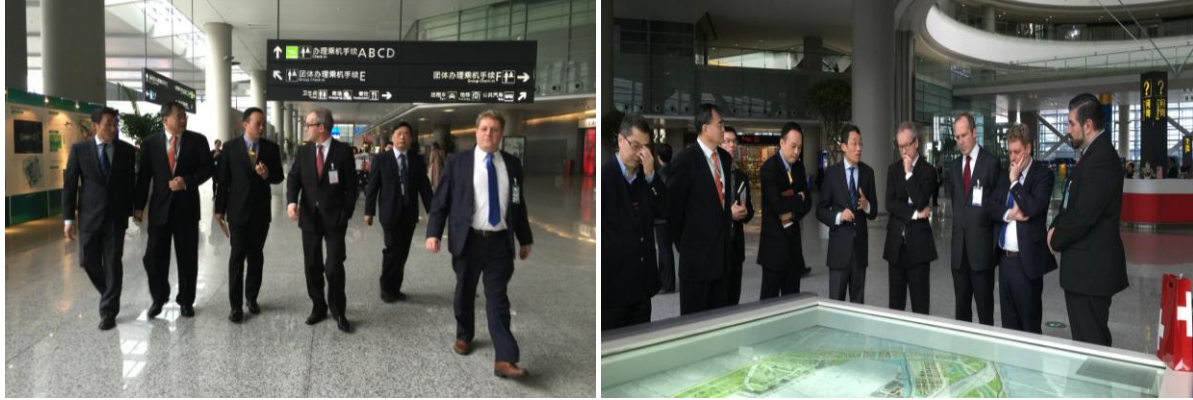
On Friday, March 13<sup>th</sup> 2015, the signing ceremony of a Letter of Intent between BASEL-MULHOUSE AIRPORT (EuroAirport) and SHANGHAI AIRPORT AUTHORITY (SAA) was held at the business center of Hongqiao airport. Chief Executive Officer Mr. Jürg Rämi from EuroAirport and the President of SAA Mr. Jing Yiming signed the LOI in the presence of Swiss Consul General Mr. Alexander Hoffet and dignitaries from both countries. sim as the representative of EuroAirport in China contributed substantially to this beautiful event which marked a milestone in the relations not only between the Airports but also the two Cities Basel and Shanghai.



One year ago, sim was mandated to act as the EuroAirport representative based in Shanghai to assist the cooperation between Basel and Shanghai. Ms. Florence Liang of sim managed to strengthen the coordination between EuroAirport and SAA in order to assist the declared goal of both parties: to set up direct cargo flight between the two cities.

In October 2014, SAA sent a delegation to visit EuroAirport in Basel and both parties had very interesting exchanges together. Considering that both cities are important pillars of the trade in the world, and that the airports are the essential to it, both parties decided to prepare and sign the LOI as a very important first step for their collaboration.

And now, Beginning of March this year, EuroAirport's Chief Executive Officer Mr. Jürg Rämi and the Executive Vice President Mr. Gian Alessi came to Shanghai to visit the Shanghai Hongqiao Airport and to sign the LOI together with the president of SAA Mr. Jing Yiming. With this understanding between the cities of Basel and Shanghai, both Airports express their willingness to strengthen the friendly relation and partnership based on mutually agreed objectives, such as to promote the establishment of a direct cargo flight between the two cities and to strengthen the cooperation in the field of airfreight initially.



The signing ceremony was organized very successfully by SAA in a joyful and constructive atmosphere and both parties are confident that through the bilateral efforts and commitment, to develop even stronger relationships and friendship between the two airports of Basel and Shanghai in future.

sim will gladly continue to act as representative of Euroairport and hence to support both airports towards their next goal to establish the direct cargo flight between Basel and Shanghai and wishes to express its congratulations to both parties for this great achievement.