

World's First CIIE-themed Airplane Launched by China Eastern Airlines Reaches New York



Beijing, Sep 11, 2020 ([Issuewire.com](http://www.issuewire.com)) - After a 15-hour flight, the world's first China International Import Expo (CIIE)-themed colored airplane, which was designated as China Eastern Airlines flight MU587 from Shanghai to New York, landed smoothly at John F. Kennedy International Airport in New York City Tuesday.

So far, the special CIIE-themed aircraft jointly launched by China Eastern Airlines (China Eastern) and China International Import Expo Bureau has completed its first flights to multiple destinations spanning Asia, Europe, and America.

On Sept. 9 local time, the aircraft departed from New York for Shanghai as China Eastern Airlines flight MU588. After arriving in Shanghai, the 115th passenger who came out of the airport received loving gifts from China Eastern, including a model of the CIIE-themed airplane and a toy giant panda, Jinbao, the mascot of the CIIE. The passenger was also invited to take a picture with the special aircraft to mark the occasion.

A Boeing 777-300ER jet, which is China Eastern's international long-haul wide-body flagship aircraft representing the company's largest passenger capacity, the longest range, and world-leading cabin service system, was chosen as the world's first CIIE-themed airplane.

The dominant tones of the colored aircraft were the shades of yellow and blue, which are also the theme colors of the CIIE. Besides, the mascot of the CIIE, Jinbao, was featured on the plane.

The third CIIE is slated to be held from November 5 to 10 in Shanghai this year. As one of the ten major airlines in the world, China Eastern has contracted to be the key supporter and designated air carrier of the event. Besides, China Eastern will also play such roles as a sponsor, purchaser, and service provider at the event.

The CIIE is the world's first import-themed national-level expo. Last year, over 3,800 enterprises and more than 500,000 buyers attended the second CIIE, during which \$71.13 billion worth of tentative deals for one-year purchases of goods and services were reached, up 23 percent from the first CIIE.

The business exhibition area of the third CIIE covers an area of 360,000 square meters and is expected to showcase products in six exhibition zones featuring trade in services, automobile, consumer goods, intelligent industry and information technology, medical equipment and health care products, as well as food and agricultural products.



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