

泰康人寿获评“2017 中国市场竞争力十佳寿险公司”

Taikang Life Insurance is Among the “Top 10 Life Insurance Companies in Chinese Market, 2017”



2017年10月，泰康人寿凭借杰出的市场竞争力和优异的价值成长成果，将“2017中国市场竞争力十佳寿险公司”的奖项收入囊中。

该奖项由中央财经大学中国精算研究院组建的“中国保险公司竞争力评价研究”项目组专业评定，秉持公开、可观、科学的研究原则，以保险公司为出发点和落脚点，建立保险公司的盈利能力、资本管理能力、经营能力、风险管理能力和发展潜力五个一级指标，来反映保险公司竞争力的不同方面。

在56家人身险公司中，泰康人寿脱颖而出，在综合竞争力排名榜单上，泰康人寿位居第二。在盈利能力排行榜上，泰康人寿（96.0分）同样位居榜眼；经营能力位列第9位（77.6分），是老牌寿险公司中唯一一家进入前十名的公司。此外，泰康人寿在发展潜力方面也表现不俗，56家人身险公司中位列第4位。

泰康人寿作为泰康保险集团旗下专业寿险子公司，截至2016年12月31日，在全国设有36家分公司，下辖机构超3900家，营销队伍超65万人。

泰康人寿积极丰富产品线，无论是针对少儿、女性、高净值人群的不同细分市场，还是针对健康、医疗、意外、养老、年金等多层面的需求，均有相应的产品满足客户需求。

泰康人寿致力于让保险更安心、更便捷、更实惠，让人们更健康、更长寿、更富足，让泰康成为人们幸福生活的一部分。（新华网云南频道2017年10月20日报道）

In October, 2017, Taikang Life Insurance won the award of “Top 10 Life Insurance Companies in Chinese Market, 2017” with superb competitiveness and brilliant growth value.

The award was given by the project team of “Evaluation and Research of Chinese Life Insurance Companies” at China Institute for Actuarial Science Central University of Finance and Economics. Adhering to the principles of openness, objectivity and scientific investigation, it focuses on insurance companies and establishes five first-rate indexes namely profitability, capital management, management, risk management and development potential to cover different aspects of competitiveness of insurance companies.

Among 56 life insurance companies Taikang Life Insurance excelled: it ranked 2nd on the list of comprehensive competitiveness and 2nd on profitability list (96.0 points), and 9th on the management list (77.6 points) as the only established insurance company to enter Top 10. Additionally it ranked 4th among 56 life insurance companies in development potentiality, which is quite impressive.

As a professional life insurance company under the Taikang Insurance Group, Taikang Life Insurance as 36 branches all over China and over 3,900 affiliated institutions. It hires more than 0.65 million sales professionals.

Taikang Life Insurance actively expands its portfolio for niche markets of children, women and high net worth individuals as well as health, medical service, accident, endowment and pension products to meet diverse needs of customers.

Taikang Life Insurance is committed to making insurance more capable of strengthening sense of security, more convenient and cost-effective, and making customers healthier, live longer and feel more fulfilled. It aims at making Taikang a part of people's happy life. (October 20, 2017, Yunnan Channel, xinhuanet.com)



嘉年华集团推出最佳 Wi-Fi，将覆盖歌诗达和公主邮轮

Carnival Cruise Lines Offers the Best Wi-Fi Which Covers Costa Cruises and Princess Cruises



嘉年华邮轮集团 2017 年 10 月称，他们将在邮轮行业提供最佳 Wi-Fi 服务。其 MedallionNet 将在海上为客人提供高速可靠的宽带连接服务。

该服务将利用全球卫星运营商 SES 网络的地球轨道 (GEO) 和中低地球轨道 (MEO)，管理服务、天线和船舶技术。它通过嘉年华邮轮的海洋体验平台 (OCEAN Experience Platform) 的高级硬件和软件网卡技术得以实现。独特配置的多频天线让 MedallionNet 能够应对各种天气状况并精确定位邮轮，以确保拥有强大的信号。通过结合多个宽带来源，嘉年华将能够提供业界最高容量的网络和最多的船上接入点。

嘉年华邮轮首席体验和 innovation 官 John Padgett 在一份声明中表示：“MedallionNet 将在海上设置 Wi-Fi 服务的新标准，我们期待着把它推荐给客人。我们的首要任务是通过倾听客人所需，尽我们所能超越客人的期望，我们知道 Wi-Fi 连接对许多客人来说很重要。”

MedallionNet 将在富豪公主号上首先使用，并将在 2018 至 2019 年陆续应用到公主邮轮上。

除了新的 Wi-Fi，嘉年华邮轮公司还透露了可以在船上播放的移动游戏应用程序的组合。这些应用程序现在可以在 iTunes 和 Google Play 上下载。应用程序可以通过船舶的海洋奖章技术连接到船上帐户。(最邮轮官微 2017 年 10 月 7 日报道)

In October 2017 Carnival Cruise Lines announced that they would provide the best Wi-Fi service in the cruise industry. Its MedallionNet will offer fast and reliable broadband connection service for guests on the sea. The service will use international satellite operator SES network's GEO and MEO, management service, antenna and marine technology, realized through advanced hardware and software network card



图 / 全景

technology of Carnival Cruise Lines's OCEAN Experience Platform. Specially installed multi-band antenna ensures MedallionNet can perform in different weathers and accurately locate the cruises to get strong signals. Through combining several broadband sources Carnival is able to provide the largest network capacity and most access points on the ship in the industry.

Carnival Cruise Lines's chief experience and innovation officer John Padgett said in a statement, "MedallionNet will set the new benchmark of Wi-Fi service on the sea. We are looking forward to recommending it to our guests. Our priority is to listen to the needs of customers and try our best to meet their expectations. We know how important Wi-Fi is to many customers."

MedallionNet will be launched first on the Ship Princess and later applied to Princess Cruises in 2018 to 2019.

Apart from the new Wi-Fi, Carnival Cruise Lines will also provide a set of mobile game Apps able to be played on the ships, which can be downloaded from iTunes and Google Play. The Apps can be connected to the liner's accounts through Sea-Medal-winning technologies. (October 7, 2017, Official WeChat Account of ZYOUULUN)

海航旅业打造线上数字化旅游平台，为客户提供个性化服务体验

HNA Tourism Group Creates Online Digital Tourism Platform to Provide Customized Customer Experience



海航旅业以“优化全球公民旅行和生活方式”为使命，通过打通航空旅游全产业链资源，致力于为广大旅客提供一体化高品质服务。面对信息文明时代的机遇与挑战，2017年，海航旅业主动创新求变、整合线下资源，推出了“共享、分享、开放、生态”的线上数字化新旅游平台 HiApp，围绕人的位移需求提供全方位个性化服务体验，树立在线旅游行业服务新标杆。

截至2017年6月，海航旅业拥有飞机逾760架，旗下海南航空是中国内地唯一一家 Skytrax 五星级航空公司，也是中国内地首家跻身 Skytrax 全球最佳航空公司 TOP10 的企业。海航旅业还同时拥有全球领先的航空餐配公司 Gategroup、全球第五大航空维修公司 SR Technics。在酒店行业，旗下海航酒店投资或管理着 Hilton、Carlson、NH 等全球知名酒店品牌，运营及投资国内外酒店逾8000家，客房总量逾120万间。

在旅游行业，海航旅业拥有中国第一的出境游品牌凯撒旅游，280余家旅游门店遍布全国，高端旅游产品超过10000种。（摘自海航旅业官微2017年12月11日）

Aiming at "optimizing tourism and lifestyle for global citizens", HNA Tourism Group connects resources in the entire aviation and tourism industry to provide integrated quality service for tourists. In face of opportunities and challenges of the information age, in 2017, HNA Tourism Group takes the initiative to innovate and change by integrating offline resources to create a "sharing, open and ecological" online digital tourism platform called HiApp, which provides comprehensive customized customer experience to meet the people's mobility needs and set a new benchmark of online tourism service in the industry.

By June, 2017, HNA Tourism Group owns more than 760 airplanes. Its Hainan Airlines is the only Skytrax 5-star airline in mainland China and the first one to enter the pantheon of Skytrax's Top 10 Airlines of the Year. HNA Tourism Group is also owner of Gategroup, the leading global airline catering provider and SR Technics, the world's fifth largest aviation maintenance company. In the hospitality industry HNA Hospitality Group invests in

or manages global hotel brands like Hilton, Carlson and NH, etc. while operating and investing in more than 1.2 million hotel rooms in 8,000 hotels at home and abroad. In tourism industry HNA Tourism Group owns CAISSA Touristic, the top outbound travel brand in China. Its 280 odd tourism shops cover the whole country, featuring more than 10,000 high-end tourism products. (Excerpt from Official WeChat Account of HNA Tourism Group, December 11, 2017)



美国运通利用瑞波技术开设首条区块链支付通道

American Express Introduces the First Blockchain-based Payment Channel Using Ripple's Technology



当地时间 2017 年 11 月 16 日，美国运通（American Express）开通了使用瑞波（Ripple）的支付通道，可以在短短几秒钟的时间里将资金从英国汇到美国，并于西班牙桑坦德银行（Santander）合作测试了这一新的支付通道。这就大大缩短了此前使用 Swift 报文进行付款所需要的时间，同时还提供了更高的安全性，实现近乎实时且可审计的跨境支付。

在此之前，美国运通需要事先向银行发送 Swift 报文请求付款，而现在，美国运通利用瑞波网络以及瑞波的加密技术直接与银行相连，这样就可立即进行价值转移。

这一通道由美国运通的外汇国际收支（FXIP）业务运营，通过瑞波的区块链——RippleNet，将美国使用美元的客户与桑坦德银行使用英镑的客户连接起来。

这一整合通过共享支付网络进行无卡支付，实现近乎实时且可审计的跨境支付。（区块链铅笔 2017 年 11 月 17 日报道）

On November 16, 2017 local time, American Express has introduced instant blockchain-based payments using Ripple, which enables users to send funds from U.K to the U.S. within seconds. It also experimented the new payment channel at Santander, a Spanish bank. In this way it greatly shortens the time previously used for Swift Transmitters Message, increases level of security and realizes nearly real-time and auditable cross-border payment.

In the past American Express had to send Swift Transmitters Message to banks to ask for payment first. Now it can use the Ripple network and Ripple's encryption technology to connect to the banks directly and realize value transfer instantly.

The channel is operated by American Express's FX International Payments (FXIP) and connects customers using American dollar to those using pound of Santander via Ripple's blockchain RippleNet.

The integration realizes nearly real-time and auditable cross-border payment through non-card payment using shared payment network. (November 17, 2017, ChainB.com)



中国首家泰国主题旅游门店落户京城，凯撒旅游分享“泰”神奇 China's First Thailand Tourism Shop Opened in Beijing by CAISSA Touristic to Share the "Thai Wonder"



泰国一直是深受中国游客喜爱的境外旅游目的地之一，不仅赴泰中国游客数量持续增长，出行方式也从传统观光型转向注重高品质体验的参团游、半自助游、定制游等形态转变。为顺应这一新趋势，2017年10月21日，凯撒旅游联手泰国国家旅游局，在京城繁华商业区推出全国首家泰国主题旅游门店，以新颖的视觉呈现与特色的旅游服务，让更多中国游客能够更便捷、更深刻地了解泰国的旅游资源和最新出游线路。

凯撒旅游泰国主题旅游门店位于北京金源时代购物中心B1层东侧。“天使之城”曼谷、“泰北玫瑰”清迈、“安达曼海上的明珠”普吉岛、“潜水圣地”苏梅岛等著名景点的大幅图片，以及泰式花纹、泰式微笑、泰式色彩等标志性元素，通过巧妙的设计聚合在一起，生动有趣地呈现出泰国得天独厚的自然环境、悠久的历史、微笑的服务以及便捷的交通。

凯撒旅游与泰国国家旅游局一直紧密合作，此次门店的开设，是双方合作的进一步深化。凯撒旅游相关负责人表示：“泰国是21世纪海上丝绸之路沿线的重要国家之一，我们投入大量精力进行泰国产品的研发与推广，开设泰国主题门店，希望能让更多热爱旅游、热爱生活的朋友直观、便捷地感受到泰国的特色旅游。”

泰国国家旅游局北京办事处推荐说：“泰国有着丰富的旅游产品和服务资源，在艺术、文化、自然、奢华、运动、医疗、婚礼蜜月等方面特色鲜明，再加上泰国人民对游客的友善，使得泰国深受国际游客的青睐，尤其是来自中国的游客人数位于客源国首位，这对促进泰国经济发展和将旅游收入引流到泰国各地有重要作用。泰国将不断升级旅游产品和服务，更好地满足世界游客的需求。同时也希望通过泰旅局、凯撒旅游以及各界媒体的紧密合作，使泰国持续成为中国游客出行的首选目的地之一。”

凯撒旅游的赴泰产品历经多次升级，目前，产品类型涵盖

团队游、自由行、幸福私家团及主题游，最近又依托泰国在试管婴儿、抗衰老、基因检测、延长寿命等领域的领先医疗技术，创新推出“泰·健康”旅游产品，向中国游客展现“佛教之国”的健康生活方式。（搜狐旅游2017年10月23日报道）

Thailand has long been one of the favorite destinations of Chinese tourists. The number of Chinese visitors to Thailand has been increasing steadily; the tourist model has shifted from traditional sightseeing to experience-oriented group tours, half-independent tours and customized tours, etc. To respond to this trend, on October 21, 2017, CAISSA Touristic collaborated with Tourism Authority of Thailand and opened China's first Thailand tourism shop in the thriving CBD in Beijing to help more Chinese visitors better understand Thailand's tourist resources and latest itineraries in a more convenient and in-depth manner with novel visual design and exclusive tourist services.

The Thailand-themed Tourist Shop of CAISSA Touristic is located at the east side of B1 floor of Golden Resources Mall. Large-size images of famous sights in Bangkok ("The City of Angels"), Chiangmai ("Rose of Northern Thailand"), Phuket Island ("Pearl on the Andaman Sea") and "Koh Samui" ("Diving Paradise") as well as symbolic elements of Thai patterns, Thai smiles, Thai colors are ingeniously integrated through design to vividly and intriguingly showcase the blessed natural environment, long-standing history and culture, hospitable services and convenient and fast transportation of Thailand.

CAISSA Touristic and Tourism Authority of Thailand have been working together closely. The opening of this shop marked the intensification of their collaboration. According to an executive from CAISSA Touristic, "Thailand is a major country along the 21st Century Maritime Silk Road. We have invested much resources to develop and promote Thailand-related products and opened this themed shop to help more people passionate about travelling and life experience exclusive tourist services in Thailand in a more direct

and convenient way."

Recommendation from the Beijing Office of Tourism Authority of Thailand: "Thailand boasts rich tourist products and service resources, and is distinctive in terms of art, culture, luxury, sports, medicine, wedding and honeymoon management. Thai people are also known for their hospitality, making Thailand be favored by international visitors. In particular, Chinese visitors are largest in number, which plays an important role in promotion of Thailand's economic development as well as introduction of visitors to different places of Thailand. Thailand will continue to upgrade its tourist products and services to better meet the needs of international

tourists. Meanwhile it hopes to become one of the top destination for Chinese tourists through close cooperation among the Tourism Authority of Thailand, CAISSA Touristic and media entities".

CAISSA Touristic's Thailand tourism products have been upgraded for several times. So far the portfolio covers group trip, independent travel, family exclusive trip and themed travels. Recently it also harnessed advanced medical technologies like test tube baby, anti-aging, gene detection and prolonging life and created the tourist product "Thai-health" to demonstrate the health lifestyle of the Buddhist country to Chinese visitors. (October 23, 2017, Sohu Travel)

图/全景



首旅如家用智能科技，让酒店“好玩又赚钱”

BTG HOMEINNS Hotels Group Makes Hotels “Interesting and Lucrative” with Smart Technology



首旅如家

乐游天下 如旅随行

2017年，首旅如家在多家中高端酒店打造了智能客房，并对经济型酒店进行“试点”改造，引入娱乐项目，目的是在多场景下解决客人的住宿问题；另外，他们在休闲度假领域也有多项举措，希望建立起“吃住行游购娱”的生态圈。

目前，酒店的智能化应用普遍实现的是对智能家居的控制，比如灯光、窗帘、空调和客房电器等。

首旅如家酒店集团会员 / 数字营销部总经理徐文兰表示，首旅如家的智能客房有几方面功能，比如自助选房、手机一键开门、客房无卡取电，通过手机 App、客房床头中控屏、智能电视、叮咚智能语音服务助手四个维度控制客房电器。

这类应用酒店场景实质是真正提升用户体验，最终达到酒

店收入提高的目的。

在如语音控制方面，首旅如家与国内语音巨头科大讯飞紧密合作，叮咚智能语音服务助手落地酒店客房，这是首旅如家一次全新的尝试应用。这项语音控制应用，除叮咚音箱本身所具备的娱乐功能和助手服务功能外，目前还可以实现语音控制客房开关电视、频道前后和音量上下的调节，以及客房空调和净化器调节等。

目前，首旅如家旗下智能化酒店代表——如家商旅（金标）上海宛平南路店已投入运营，该酒店的97间客房均为智能客房。

首旅如家除了在部分中高端酒店客房升级智能化应用，在



经济型酒店的客房也尝试了新的改造。

首旅如家与北广传媒共同打造了酒店娱乐新业态——私享院线，在客房内提供观影娱乐空间，并提供院线最新下线的大片。目前，私享院线已在北京地区的如家快捷、莫泰品牌酒店等落地。（摘自旅游商业观察）

In 2017 BTG HOMEINNS Hotels Group created smart rooms in several mid-to-high-end hotels, conducted "pilot" makeover in economy hotels and conducted entertainment programs to solve accommodation problems in different scenarios; in addition they also took measures in leisure and vacation field in order to build an ecosystem integrating "eating, accommodating, transportation, travelling, shopping and entertainment".

So far application of intelligence is mostly realized in home automation, like control of lighting, curtain, air conditioner and home appliances in the rooms.

According to BTG HOMEINNS Hotels Group's membership/digital marketing manager Xu Wenlan, the group's smart rooms features functions including self-help booking, door opening through cellphone and access to electricity without card. Appliances in the rooms are controlled through smart phone App, bedside control panel, smart television and "Dingdong" smart voice service assistant.

These application scenarios serve in fact to really enhance the customer experience to ultimately increase revenue.

In terms of voice control, BTG HOMEINNS Hotels Group works closely with Chinese speech integration giant Iflytek and introduces "Dingdong" voice service assistant to hotel rooms, which is the group's first attempt at voice service application. Apart from existing entertainment and assistant functions the app also enables users to open and close TV in the room, switch channels and change TV's volume, and adjust air conditioner and purifier in the room.

At present the leading smart hotel of BTG HOMEINNS Hotels Group, Homeinn Selected at Wanping South Road, Shanghai has come into service. All 97 rooms in the hotel are smart rooms.

Smart upgrading in some mid-to-high-end hotels aside, the group also tries out innovative makeovers in economy hotels.

BTG HOMEINNS Hotels Group and CityTV have co-produced a new model of hotel entertainment: exclusive cinema, providing a movie entertainment space in the hotel rooms and offering movies recently taken out of the theaters. So far the exclusive cinema has been in place in Homeinns and Motel, etc. in Beijing. (Excerpt from TBO)



DFS 集团正在利用微信新推出的小程序创造个性化的品牌体验

DFS Group is Using a Latest WeChat Mini Program to Create Customized Brand Experience



主要由跨国奢侈品集团酩悦·轩尼诗—路易·威登 (LVMH) 控股的香港 DFS 集团正在利用微信新推出的小程序。这一服务让企业能通过中国最大的手机社交平台创造个性化的品牌体验。DFS 最近推出了它的第一个微信小程序，让顾客在定位的基础上可以浏览和提前预订免税产品。目前，用户可以从 DFS 旧金山机场店预订超过 300 件产品。2018 年，这一程序将在美国其他位置的免税店推出。

DFS 集团美洲、太平洋群岛及日本地区总裁 Mike Osorio 称，“微信小程序使我们能将这一购物体验延伸到顾客日常生活中必不可少的一个平台，向他们介绍只能在 DFS 买到的、当地独家的限量版产品。”

此外，DFS 集团正在与 CITCON (一个跨境手机支付系统) 进行合作，在旧金山机场和夏威夷檀香山市中心的 T 广场 (T Galleria) 试用微信支付。(DFS 集团官网 2017 年 11 月 27 日报道)

The DFS Group in Hong Kong, which is mainly controlled by the international luxury group LVMH Moët Hennessy Louis Vuitton SE (LVMH) is using a latest WeChat mini program through which companies can create customized brand experience on the largest mobile phone social platform. DFS has launched its first WeChat mini program with which customers can locate, browse and reserve duty-free products. So far users can reserve more than 300 products from DFS's San Francisco Airport shop. In 2018 the program will be introduced to other duty-free shops in America.

Mike Osorio, DFS Group Region President Americas, Pacific Islands, Japan observed, "The WeChat Mini Program allows us to extend this experience to a platform that is integral to our customers' day-to-day lives, while introducing them to exclusive, local and limited edition products that can only be found at DFS." Further, DFS Group is working with CITCON (an integrated mobile payment and marketing platform that connects global merchants with Chinese consumers) and tried out WeChat payment in shops at San Francisco Airport and T Galleria in downtown Honolulu, Hawaii. (November 27, 2017, Official Site of DFS Group)



