

## Press Release

SEA and Chongqing Airport Group have signed a Strategic Cooperation Agreement aimed at strengthening relations between the two airports and promoting the development of air traffic between China and Europe.

The agreement confirms the commitment of SEA and Chongqing Airport Group to enhance connectivity between Europe and China, creating new opportunities for the development of passenger and cargo traffic while fostering economic, commercial, and cultural exchanges between the two countries.

The partnership between SEA and Chongqing Airport Group is therefore intended to create the conditions for further growth in both tourism and business travel flows, while supporting economic, commercial, and cultural ties between Italy and China. The agreement also provides for the exchange of expertise in airport management, passenger services development, commercial activities, and cargo operations, leveraging the respective strengths and experience of both organizations to enhance the competitiveness of the two airports.

In recent years, Chongqing has emerged as one of China's most dynamic destinations, attracting growing interest from international travelers, particularly younger generations. Thanks to its iconic skyline, futuristic architecture, vibrant cultural and culinary scene, and strong presence on social media, the metropolis has become an increasingly sought-after destination among young travelers, contributing to rising demand for direct connections with Europe. In this context, strengthening connectivity between Milan Malpensa and Chongqing represents an opportunity to capture new tourism flows and further promote economic, commercial, and cultural exchanges between the two countries.

This collaboration takes place against the backdrop of strong growth in air links between Milan and China. With more than 1.2 million passengers annually on routes to Greater China and a 36% increase in the first half of 2026, Milan Malpensa continues to consolidate its position as one of Europe's leading gateways to the Chinese market. The airport currently offers services operated by seven airlines to eleven destinations in Greater China, with a total of 60 weekly flights.

The Chongqing route is also showing a positive trend, with approximately 50,000 passengers per year and a 10% increase in the first half of 2026, confirming the growing appeal of the destination both for tourism and for economic and trade exchanges. In this context, Malpensa also serves as a benchmark for the quality of its retail offering: in 2025, luxury retail sales in Terminal 1 increased by 32.9%, largely driven by non-European travelers, further underscoring the airport's strategic role in attracting high-value international traffic.