



AIR CANADA

[Stories](#)

Letter from Calin Rovinescu, President and CEO: We mean business



Mar 01, 2019



Throughout the world, air connectivity drives business – attracting foreign investment and head offices, facilitating the manufacturing and service industries and spawning industry clusters. But Air Canada’s contribution to business extends even further, where we serve as a competitive advantage for companies, particularly small and medium enterprises (SMEs).

One way we do this is through Air Canada for Business. Designed to help SMEs save on flights and manage their business travel, this tailored program is continuously evolving to offer customers more resources, from hotel discounts and car rentals to access to shared workspaces and even pet sitting. We want to equip SMEs with tools and support to succeed globally. As they grow, so will we.

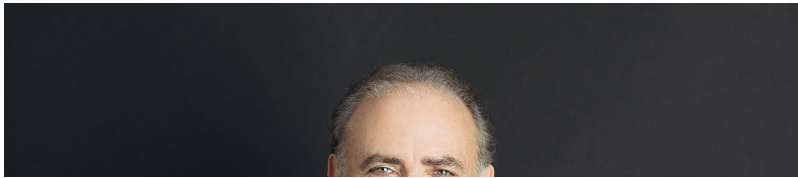
Essential to this success is convenient and comfortable flying. With our vast network touching six continents, augmented by 1,000 more destinations served by our Star Alliance partners, we offer easy access to virtually anywhere on earth. And, with our Maple Leaf Lounges featuring business centres, onboard Wi-Fi becoming available across our fleet and our award-winning Premium services, business customers can remain productive while travelling, yet arrive refreshed and well-rested.

Business travellers recognize these advantages. The Ipsos Reid 2018 Canadian Business Traveller Survey found that Air Canada is the preferred airline for domestic travel for 92 percent of respondents, with 96 percent planning to fly with us for business this year. Moreover, readers of the influential Business Traveler magazine recently voted Air Canada “Best North American Airline for International Travel” and “Best North American Airline for Inflight Experience.”

Our support of business also takes other forms, for example through our participation in technology incubators and business accelerators such as Toronto’s Vector Institute and Montreal’s SCALE AI. And we are also eager to promote development of a new generation of young leaders and entrepreneurs through sponsorship of such initiatives as NEXT Canada, EY Entrepreneur Of The Year Awards and G(irls)20. We know that in order to flourish in today’s hypercompetitive global economy, businesses must be agile, entrepreneurs need tools to work efficiently and continuous improvement is required to stay ahead. Partnerships are also vital, which is why at Air Canada, we are all for business.

Calin’s column appears every month in enRoute Magazine, Air Canada’s award-winning in-flight magazine found onboard all Air Canada, Air Canada Rouge and Air Canada Express flights. This edition is from the March 2019 issue.





A STAR ALLIANCE MEMBER 