

Emirates collaborates with Huawei to expand reach in Chinese market

- A Monitor Desk Report

Date: 17 September, 2020



Dubai: Emirates has announced a collaboration with Huawei, one of the world's top smartphone brands, to promote the Emirates app to Huawei phone users and build a more convenient and rewarding experience for passengers as travel demand recovers in the post-pandemic era.

Since January 2020, Emirates passengers have been downloading the Emirates app (Android version) at AppGallery and benefiting from its rich range of functions. The recent enhanced collaboration between the two parties extends the shared platform to include SmartCard Integration, providing a quick booking option for Emirates app users in the Chinese mainland and the UAE, as well as the ability to easily access their travel and flight information. Emirates-themed wallpapers, icons and fonts will also be created for travel enthusiasts to download and inspire their next travel plans and to customise their mobile experience.

Subsequent phases of the joint cooperation will see Emirates and Huawei planning to expand features available to the airline's customers by integrating the Emirates

app with the Huawei Wallet platform. The new features will enable Skywards (Emirates' loyalty programme) members to store membership details and loyalty points, in addition to boarding passes and vouchers in the Huawei Wallet. Furthermore, Emirates customers will also soon be able to enter any of its worldwide lounges by simply tapping their Huawei device at the door.

The collaboration may also extend in the near future to include payment options and rewarding experiences, allowing easy redemptions of Skywards Miles and the ability to earn Huawei points.

To date, the Emirates app has had more than half a million downloads from AppGallery. The Emirates app provides easy access to a range services and functions from flight search and air ticket booking, to check-in, seat and meal selection, as well as Skywards login and account information. The most recent innovative functions of the Emirates app also include ice playlist creation and syncing to aircraft seats and the Airport Wayfinder for directions at Emirates' hub, Dubai International Airport.

As one of the top three app marketplaces globally, AppGallery is available in more than 170 countries and regions and connects 700 million users to Huawei's smart and innovative ecosystem.