

# CHINA CROSSROADS

Monday, July 22<sup>nd</sup>, 2024, 19:30 – 21:00

## Tech and Travel: How Is Trip.com Navigating Internationalization?

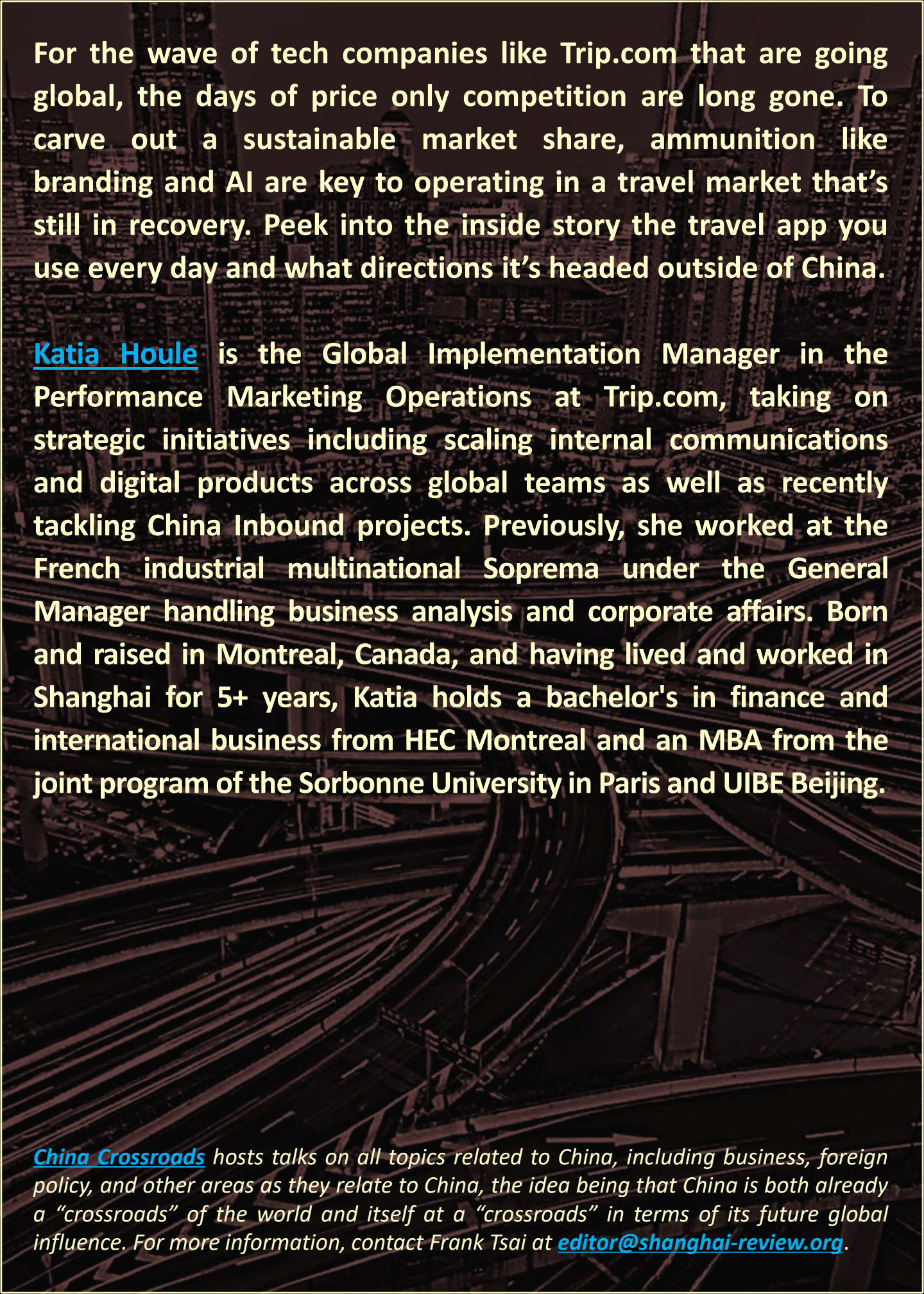
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For the wave of tech companies like Trip.com that are going global, the days of price only competition are long gone. To carve out a sustainable market share, ammunition like branding and AI are key to operating in a travel market that's still in recovery. Peek into the inside story the travel app you use every day and what directions it's headed outside of China.

[Katia Houle](#) is the Global Implementation Manager in the Performance Marketing Operations at Trip.com, taking on strategic initiatives including scaling internal communications and digital products across global teams as well as recently tackling China Inbound projects. Previously, she worked at the French industrial multinational Soprema under the General Manager handling business analysis and corporate affairs. Born and raised in Montreal, Canada, and having lived and worked in Shanghai for 5+ years, Katia holds a bachelor's in finance and international business from HEC Montreal and an MBA from the joint program of the Sorbonne University in Paris and UIBE Beijing.

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at [editor@shanghai-review.org](mailto:editor@shanghai-review.org).