



# KOREAN AIR SHOWCASES SPECIAL LIVERY IN HOPES OF BRINGING WORLD EXPO 2030 TO BUSAN

News / Airlines



**Korean Air hosted an event at the its hangar at Incheon International Airport to showcase a special livery in support of Korea's successful bid to host the World Expo 2030 in Busan. Han Duck-soo, Prime Minister of Republic of Korea, Walter Cho, Chairman and CEO of Korean Air, Tae-won Chey, Co-Chairman of the Bidding Committee for World Expo 2030 Busan, Jang Sung-min, Senior Secretary to the President for Future Strategy, and Keehong Woo, President of Korean Air, were present at the ceremony.**

Walter Cho, Chairman and CEO of Korean Air in his welcome address, said: "Hosting the Expo in Busan will be a great opportunity to further advocate our nation's presence on the global stage, and Korean Air is proud to play its role in the bid for the World Expo 2030 Busan. As a leader in global aviation, Korean Air will take advantage of its extensive network to support the bid."

Prime Minister Han said in his speech: "The Korean Air livery unveiled today is a testament to Korea's vibrant and influential cultural scene that has captivated the world. The bid takes a concerted effort, and I want to thank Chairman Cho and the Korean Air team for taking this initiative in steering the bid effort. We look forward to seeing the Korean Air livery making stops

around the world to exhibit the nation's resolve to host the World Expo in Busan.”



To support the bid, the airline unveiled a special Boeing 777-300ER livery featuring BLACKPINK, world-renowned K-pop group. Recognized globally, BLACKPINK is on a world tour to meet its 1.5 million global fans. In March, Korean Air signed a partnership agreement with YG Entertainment, and became the official airline sponsor of BLACKPINK's world tour.

The special livery will begin its journey on May 4 departing from Seoul Incheon for Paris Charles de Gaulle and make stops in multiple destinations served by the 777-300ER fleet on the airline's global network.

In addition to rendering travel arrangements for the Bureau International des Expositions (BIE) Enquiry Mission in April, the airline is also featuring promotional video clips on its inflight entertainment system and at Seoul Incheon International Airport lounges. Korean Air's inflight magazine, Morning Calm, also features promotional articles highlighting Busan's capabilities to host the World Expo.



03 MAY 2023

**ARTICLE LINK:**

<https://50skyshades.com/index.php/news/airlines/korean-air-showcases-special-livery-in-hopes-of-bringing-world-expo-2030-to-busan>