

Source: The Times {Main}
Edition:
Country: UK
Date: Saturday 14, September 2019
Page: 47
Area: 40 sq. cm
Circulation: ABC 371559 Daily
Ad data: page rate £16,645.00, scc rate £75.00
Phone: 020 7782 5000
Keyword: Stelios Haji-ioannou

BUSINESS COMMENTARY *Alistair Osborne*



Easy victory

What a day for the owner of the word “easy”. Yes, Sir Stelios Haji-loannou has seen off Air China. Fancy it using the term Easyway, complete with blue pagoda, to describe its Beijing-Frankfurt service. Holed up in his Monaco tax haven, Sir Stelios fretted it might be confused with the carrier he founded: Easyjet. And how likely is that? If the short-haul airline turned up in Beijing, it would be thousands of miles off course.

alistair.osborne@thetimes.co.uk

