

## China built its first cruise ship, initiating an ambitious plan to take a share of the multi-billion industry

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After 3 years of hiatus caused by the COVID-19 restrictions, international cruise lines can now resume sailings from China. However, China has moved forward on a 10-year plan with its own cruise line, with the ambition to become a key player in this multi-billion-dollar industry.

Kun Cao, Senior Manager at Reddal, was interviewed by Business Insider regarding China kicking off its plan to take on the cruise industry. The original article was published by Business Insider on September 30, 2023 and can be accessed via this link [China's First Cruise Ship Marks the Beginning of a Master Plan More Than a Decade in the Making \(businessinsider.com\)](https://www.businessinsider.com/china-first-cruise-ship)

For more details on our findings on the domestic cruise industry upturn in China and port services development, please take a look at our previous presentation [“China ambitions in cruise sets their agenda for full value chain – a potentially lucrative opportunity awaits”](#).

For more of insights on the marine industry, check out our articles at <https://www.reddal.com/insights/tags/marine-industry/>