



جمعية الشرق الأوسط و أفريقيا للأسواق الحرة  
MIDDLE EAST & AFRICA  
DUTY FREE ASSOCIATION

## PRESS ANNOUNCEMENT

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### **Lebanese President of the Council of Ministers H.E. Saad Hariri to headline at MEADFA Conference as the event is staged in Beirut for the first time**

The Lebanese capital, Beirut, will welcome leading players from across the duty free and travel retail industry at the annual MEADFA Conference 2017, organised by TFWA. The event is being held under the patronage of H.E. Mr. Saad Hariri, Lebanon's President of the Council of Ministers, who will address delegates at the conference, to be held at the historic Phoenicia Hotel, one of Beirut's landmark venues, on 20<sup>th</sup> and 21<sup>st</sup> November 2017.

The conference, will offer in-depth analysis of a broad range of subjects pertinent to the travel industry in the Middle East and Africa. Topics to be debated will include the rapidly-changing, increasingly youthful consumer base in the Gulf and the Levant, and the future of duty free and travel retail in African airports.

The MEADFA Conference will also be honoured by the presence of H.E. Avedis Guidanian, Lebanon's Minister of Tourism. Also speaking at the event will be one of the pioneers of the regional industry, Phoenicia Trading Company chairman Mohamed Zeidan; the secretary-general of ACI Africa Ali Tounsi; and South African business expert and broadcaster Victor Kgomoewana. Delegates will also hear an exclusive report on the business outlook in the Middle East from EMIR (Emerging Markets Intelligence & Research) founder & chief analyst Trevor McFarlane, plus a host of consumer insights from experts from within and beyond the industry.

Once again there will be numerous opportunities to network over three days. Official host Beirut Duty Free will welcome delegates to a spectacular gala on Monday 20<sup>th</sup> November and Dufry will host the Opening Cocktail at the Phoenicia Hotel on Sunday 19<sup>th</sup> November.

Middle East Airlines has kindly agreed to support the event as Official Carrier, and is offering special fares for delegates.

Commenting on the event, Haitham A. M. Al-Majali, president of MEADFA said; "We are honoured to have an esteemed roster of industry leaders speaking at our event and have no doubt our delegates will find their insight fascinating. We look forward to welcoming our guests to what I'm certain will be another successful conference."

Erik Juul-Mortensen, president of TFWA, said; "Lebanese hospitality is renowned, and we are delighted to be bringing this event to one of the region's most vibrant and cosmopolitan cities. There is a huge opportunity for growth in duty free and travel

retail in the Middle East and Africa, and this event is a key point in the calendar for anyone with an interest in this market.”

The event will be supported by the Ministry of Tourism. Other sponsors of the event will include platinum sponsors Aphrodite Duty Free Shop, Jordanian Duty Free shops, Dubai Duty Free, Kings Tobacco International and Nadiya, and gold event sponsors Oriental General Trading, Aer Rianta International and Lagardère Travel Retail. Exhibitors include Imperial Tobacco, Nadiya, Philip Morris and Beverly Hills Polo Club. The coffee break on 20<sup>th</sup> November will be sponsored by Nestlé and on 21<sup>st</sup> November by Le Petit Gourmet. The event’s smoking lounge will be sponsored by JTI.

Pre-registration is open now until 8<sup>th</sup> November. Further information and updates on the event can be found at: [www.tfwa.com/duty\\_free/The-MEADFA-Conference](http://www.tfwa.com/duty_free/The-MEADFA-Conference)

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