



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

## MEADFA PRESS RELEASE

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### MEADFA HOLDS ITS FIRST REGULATORY INTELLIGENCE SHARING SESSION

Today MEADFA held its first regulatory intelligence sharing session dedicated for its members and which will be held monthly. The meeting reflects the organisation's determination to keep developing its cross-category advocacy capacities and to build relationships with key stakeholders and decision makers in the Middle East and Africa Region.

Therefore, Rita Chidiac, the advocacy working group secretary general of MEADFA, recommends intensifying the flow of regulatory intelligence between MEADFA members (Brands, landlords, retailers) to anticipate regulatory threats with a clear teamwork from the Duty free industry.

Rita Chidiac's statement: "Under the guidance of MEADFA president Mr. Haitham Al Majali and the Board, we have set the objectives of our monthly regulatory intelligence sessions: firstly, to improve MEADFA's engagement capacities, secondly to consolidate the cross-category approach, and thirdly to develop a flow of intelligence process."

MEADFA president added: "The challenge is big, it needs collaboration among all the stakeholders. Joining forces together makes us stronger. This will lead the way to realise our objective to become an even more cohesive trade body"

MEADFA as an organisation is pushing ahead into a more proactive and influential trade body. The MEADFA Advocacy Working Group is the key element of this clear and impactful development of MEADFA.

MEADFA does not only need to be the One voice for Duty Free but also to consolidate its role as a platform for sharing key political and regulatory developments .

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