

# AIR TRANSPORT IN THE NEW NORMAL

HOW AIRPORTS  
AND TRAVEL RETAIL NEED TO ADAPT

# PRO GRAM

**June 30, 2021**

14:00-16:00 HRS(UAE TIME)



Welcoming address from  
MEADFA: **Sherif TOULAN, President**  
ACI Africa: **Ali TOUNSI, Secretary General**



Introduction: Economic importance of travel retail and  
duty free in Africa  
**Iliia LIOUTOV**  
**Director Economics and Policy, ACI**



The economic impact of COVID on African airports  
commercial revenue and the perspectives for the rest of  
the year  
**Peter MOHN**  
**Owner & CEO, MInd-set**



Industry advocacy perspectives for Q3 and Q4 2021  
**Rita CHIDIAC**  
**Board Member, MEADFA**



How things have changed. Managing airport retail in  
today's world. How we have adapted to the new normal  
**Ramesh CIDAMBI**  
**COO, Dubai Duty Free**



The New Day of Travel: How digital innovation will make  
technology your commercial best friend  
**Sean DOHERTY**  
**VP Innovation, Coforge Technologies**



Final Q&A and conclusion  
**John HUME**  
**Managing Partner, Hume Brophy**



**Sherif Toulan**  
MEADFA - President  
CEO - Int'l Duty Free  
Trading & Agencies  
(IDFTA)

CEO and Member of the Board of International Duty Free Trading & Agencies (IDF) since 2011.

Over 16 years he held various positions working towards further diversifying the business and consolidating International Duty Free as a leading contender in its field.

He is an active member of a number of organizations, including both the American and German Chambers of Commerce in Egypt, as well as the Entrepreneurs' Organization (EO).

In 2021, he was elected President of the Middle East and Africa Duty Free Association (MEADFA).



**Ali Tounsi**  
ACI Africa  
Secretary General

An engineer and holder of a Master Diploma in tele mechanics and in airports management.

He started his career in civil aviation in 1992, as an engineer in the Office of the Civil Aviation and Airports (OACA-Tunisia).

He was director of several international airports in Tunisia, responsible for the extension of several passenger terminals. He also served as chairman of the steering committee for the implementation of the certification program of Tunisian airports.

Since 2009, Ali is Secretary General of ACI Africa, and member of the ACI World Technique and Safety Standing Committee representing the Africa region.

**AIR TRANSPORT  
IN THE NEW  
NORMAL**

HOW AIRPORTS  
AND TRAVEL RETAIL NEED TO ADAPT

**June 30, 2021**

14:00-16:00 HRS(UAE TIME)

# SPEAKERS



**Ilya Lioutov**

ACI  
Director Economics &  
Policy

He is an air transport economist with in-depth expertise in economic and financial performance of airports. Lioutov is instrumental in developing ACI World policies in the domains of economic regulation and aeronautical charges, privatization and public-private partnerships, non-aeronautical business, taxation, capacity development and slot allocation.

His core responsibilities include formulating advocacy strategies at national and int'l level and representing the airport industry interests within political, economic, and regulatory institutions.

He has an extensive analytical background and is a contributor to the flagship ACI publications and the series of policy briefs on various topics including private sector participation, airport networks, economic impact assessments, taxation and industry crisis management.



**Peter Mohn**

MInd-set  
Owner & CEO

Dr Peter Mohn graduated as a psychologist and earned a PhD in Business Psychology.

He has worked for various leading global market research agencies since 1993 and has specialized in travel retail research since 2004.

The company he co-founded in early 2007, mInd-set, works as a consultant to more than 100 global brands as well as many leading shop operators in duty free & travel retail.

mInd-set is also a research partner of most travel retail associations.



**Rita Chidiac**

JTI  
Corporate Affairs &  
Communication Manager  
WWDF

Joined JTI in 2011, taking on responsibility for its corporate affairs and communications activities in the Middle East and Levant region.

In 2016, she became an integral part of JTI's Worldwide Duty Free team. Since 2017 her responsibilities extended to cover Africa, CIS and the Middle East region.

In April 2019, she was elected to the Board of MEADFA and is actually Secretary General of its advocacy working group.

She worked as Political Analyst for the UNDP and the Minister of State for Administrative Reform in Beirut. She studied int'l affairs and diplomacy and holds a Master's degree in Public Administration from Notre Dame University in Lebanon.

**AIR TRANSPORT  
IN THE NEW  
NORMAL**

HOW AIRPORTS  
AND TRAVEL RETAIL NEED TO ADAPT

**June 30, 2021**

14:00-16:00 HRS(UAE TIME)

# SPEAKERS



**Ramesh Cidambi**  
Dubai Duty Free  
COO

Chief Operating Officer of Dubai Duty Free and is responsible for all aspects of the company's operations, reporting to the Executive Vice Chairman and CEO. His responsibilities include both the retail and leisure businesses operated by DDF.

He held a variety of senior positions in the company with responsibility for areas such as IT, logistics, retail development in both of Dubai's airports covering over 36,000sq m of retail space, and the DDF Leisure business through the Jumeirah Creekside Hotel and Irish Village Bar and Restaurant.

He also maintains his links with the domestic retail market through the chairmanship of a Merchants Advisory Board and as a Board member of Dubai's Retail Business Group.



**Sean Doherty**  
Coforge Technologies  
VP Innovation

Sean has a rich experience in developing and managing high-profile and complex digital transformation initiatives.

Some of the projects he has worked on include: digital technology transformation initiatives, change management, enhanced business and operational services, customer engagement platforms, improved customer experiences/journeys, legacy systems integrations, brand recognition, marketing initiatives support, and improved customer acquisition and retention across a wide variety of industries including financial and banking services, travel, retail, automotive, e-gaming/sports betting, video gaming, telecom, government, FMCG, hospitality, insurance, and travel/leisure.

## MODERATOR

John Hume has extensive experience working with the EU institutions and specialises in managing pan-European media and political campaigns. Prior to co-founding Hume Brophy, John served in Brussels as Deputy Director General of ACI Europe where he played an instrumental role in achieving success for the industry on many crucial political issues.

He built an expert public affairs team and successfully changed the strategic focus of the organisation to deal with modern political challenges.



**John Hume**  
Hume Brophy  
Managing Partner

Worked extensively with the EU on aviation issues both as lead negotiator for ACI Europe, and recently as a consultant representing various airports, airlines and European airport duty free industry.

Co-founded Hume Brophy in 2005 and since then has built it up into one of Europe's leading public affairs advisory firms with offices in Brussels, London, Dublin, Paris and Singapore.

John also worked as an adviser to the European transport trade union federation on press and political affairs and began his career as a management consultant with Deloitte.