



MEADFA PRESS RELEASE

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

For immediate release
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MEADFA Conference to return to Dubai on 21st to 23rd November

Middle East & Africa Duty Free Association is delighted to confirm that the MEADFA Conference will be held in Dubai on 21st to 23rd November this year. Managed by TFWA and hosted by Dubai Duty Free, the event will be held at the Jumeirah Creekside Hotel near The Irish Village. Delegates unable to travel to Dubai will have the option to follow the conference through a paid livestream service on the TFWA 365 digital platform.

“As our industry begins its recovery, the return of the MEADFA Conference will be widely welcomed across the industry as an excellent opportunity to reconnect face to face with the regional industry in the Middle East and Africa. Our sincere thanks goes to our host Dubai Duty Free, whose hospitality we have much enjoyed at previous conferences. We are eagerly looking forward to meeting up with our friends and partners once again at what I am sure will prove to be a great reunion for our industry in the region.”

Sherif Toulan, MEADFA President

“We warmly welcome the return of the MEADFA Conference and are delighted to lend our support once again to this important trade event. Dubai has long been a powerhouse of our market and is the ideal choice to allow as many people as possible to attend the event in person. Our TFWA 365 online platform will also ensure delegates attending virtually will not miss out on a varied and stimulating conference programme.”

Jaya Singh, TFWA President

“We are delighted to once again host the MEADFA conference in Dubai and look forward to welcoming so many of our industry friends to the UAE. Having the event staged in Dubai is a great indicator that things are returning to some sort of normalcy and reflects the terrific job that the UAE has done in relation to Covid19.”

Colm McLoughlin, Executive Vice Chairman & CEO of Dubai Duty Free

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