



MEADFA PRESS RELEASE

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

For immediate release
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MEADFA CREATES A MEMBERSHIP COMMITTEE

The Middle East and Africa Duty Free Association represents and serves the travel retail industry in the MEADFA region through a wide network bringing together the industry stakeholders, defending their interest and keeping them informed of the latest regional and global industry developments.



In an effort to improve and develop MEADFA activities, the MEADFA board led by its president Mr. Sherif Toulan started a new membership committee formed by Chairperson Mr. Roger Jackson - Board member and representative of Wine & Spirits category, Dr. Bernard Creed - Treasurer and Ms. Micheline El Ammar - Operations Manager.



Mr. Sherif Toulan stated: "The initiative will focus on developing new activities that will serve MEADFA members, aiming to set a benchmark of quality to MEADFA membership program. I am confident that Roger will successfully lead this committee with the full support of the MEADFA board and myself".

Mr. Roger Jackson added: "I am honored to take this role and work closely with Bernard and Micheline under the guidance of the MEADFA board. Our objective is to build on the existing network by encouraging strategic introductions, we will continue striving with the MEADFA advocacy activities, extend and develop the existing training & forums offered to our members with a future projection on developing regional market research and studies creating as such, awareness on the market potential in the Middle East and Africa region".



ENDS

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