



### Leading industry figures in the Middle East and Africa to take to the stage at the MEADFA Conference in November

Delegates attending the MEADFA Conference, taking place in Dubai from 21<sup>st</sup> to 23<sup>rd</sup> November 2021, will have the opportunity to meet with some of the leading companies in the Middle East and Africa duty free and travel retail industry. The event marks the return of one of travel retail's most popular gathering, held in a location that is set to drive the recovery in international travel.

Held at the Jumeirah Creekside Hotel near The Irish Village, the MEADFA Conference will be managed by TFWA and hosted by Dubai Duty Free.

Pre-registration is now open until 6<sup>th</sup> November via the TFWA website: <https://www.tfw.com/the-meadfa-conference/book-your-place-100006094>. Delegates are encouraged to book their place early to avoid disappointment, as capacity for the event will be limited due to health and safety measures put in place by the local authorities. For further details on health and safety guidelines at the MEADFA Conference, visit: <https://www.tfw.com/the-meadfa-conference/covid-19-safety-guidelines-100012076>

Running across two days, the conference will visit a number of trends as international travel restarts, with sessions on 'Travel in a new world', 'Reimagining Tourism', 'Futureproofing retail', 'Defending our industry' and more. Moreover, networking opportunities will be amplified for delegates attending the event in person, with coffee breaks, lunches, a Welcome Cocktail on Sunday and Gala Dinner on the Monday. Those unable to attend in person will be able to access the conference via a paid livestream service on the TFWA 365 digital platform.

MEADFA and TFWA would like to thank all sponsors of this year's MEADFA Conference, in particular our host Dubai Duty Free, and major sponsors Pernod Ricard, Nestlé, Imperial Brands and Swedish Match.

**"This year's MEADFA Conference will be focused on helping delegates** from across the duty free and travel retail industry reignite their business after a difficult two years. As the industry gets back up and running and begins to develop new approaches for a post-pandemic world, it's more important than ever that we come together after what has been a long time apart, to continue planning for the recovery of our industry."

**Sherif Toulan, MEADFA President**

**"Our industry is a people business** – and we really urge duty free and travel retail professionals to book their place now for what will be the key event in the Middle East and Africa region. As green shoots of recovery continue to emerge across our industry, we're looking forward to seeing many familiar and new faces in Dubai."

**Jaya Singh, TFWA President**

*ENDS*