



Dubai welcomes the return of the MEADFA Conference

The travel retail industry in the Middle East and Africa reconvened in Dubai this week for the first MEADFA Conference in over two years. The event welcomed over 460 delegates to the Jumeirah Creekside Hotel, with close to a hundred more connecting to the conference livestream on TFWA 365.

The event was hosted by Dubai Duty Free, organiser of another memorable gala evening at the Jumeirah Creekside's Secret Garden.

Highlights of the conference programme included a candid discussion of the key challenges facing the industry featuring Aer Rianta International Deputy CEO Anthony Kenny; Ramesh Cidambi, COO of Dubai Duty Free; Frédéric Chevalier, Chief Operating Officer - Europe, Middle East and Africa at Lagardère Travel Retail; Isabel Zarza, Chief Operating Officer – Central and North Europe, Russia & Africa at Dufry, and François Bourienne, Chief Commercial Officer at Abu Dhabi Airports.

Perspectives from the aviation industry were provided by Kamil Al Awadhi, IATA Regional Vice President Africa and Middle East, and Airports Council International Africa Secretary General Ali Tounsi.

Day one closed on a high with a presentation of Bahrain's stunning new commercial offer, given by Bahrain Duty Free CEO Bassam Al Wardi.

Among highlights on day two was a panel discussion devoted to the African market, featuring Africa Airlines Association Secretary General Abderahmane Berthe; Chief Executive Officer of Abidjan International Airport Aka Manouan; Africa Tourism Association CEO Naledi Khabo; and Dufry General Manager Africa Isaias Diaz. And a session entitled Futureproofing Retail provided an upbeat end to the conference, courtesy of Gebr Heinemann Director Corporate Affairs, Business Compliance & Corporate Responsibility; and Richard Gray, CEO of Aer Rianta International – Middle East.

"It has been a huge pleasure to welcome our industry to Dubai this week. Not only have we enjoyed a stimulating and thought-provoking conference, but also wonderful hospitality thanks to our host and sponsors. On behalf of the MEADFA Board, our sincere thanks to our host Dubai Duty Free, to all our sponsors, to TFWA for their assistance, and to all the delegates who took part, live and online. It has been a fantastic few days that I feel sure will help to reignite our industry in the region." - **MEADFA President, Sherif Toulan.**

ENDS

For further info please contact:

Micheline El Ammar Enkiri, Middle East & Africa Duty Free Association (MEADFA) FZE - P.O. Box 54394, Dubai -United Arab Emirates
Tel. +971 4 299 66 63, Fax. +971 4 299 66 30 – Email: info@meadfa.com