**PRESS ANNOUNCEMENT**

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**REGISTRATIONS POUR IN FOR MEADFA CONFERENCE 2015**

The Middle East & Africa Duty Free Association is pleased to report that registration for the 2015 MEADFA Conference (23-24 November), managed by TFWA, is progressing very well.

While the stimulating two-day programme, eminent speakers and networking opportunities are of greatest importance in attracting delegates, the venue is proving to be a particular draw.

The annual conference for the duty free & travel retail industry in the Middle East and Africa will be staged in the world-class King Hussein Bin Talal Convention Centre beside the Dead Sea in Jordan.

Exciting tours are being offered around this stunning locality; an attractive discount of 15% is available to delegates on Royal Jordanian Airlines, the official carrier; and special hotel rates are available for accommodation before, during and after the Conference.

**Sean Staunton, President MEADFA**, commented, “We have constructed an excellent programme which will challenge and inspire our delegates with a great panel of speakers from across the Middle East and Africa, starting with a keynote address by His Excellency Akel Biltaji, Mayor of Amman, formerly Jordan’s Minister of Tourism & Antiquities, and including an analysis of the current geopolitical climate by Tim Sebastian, founder of the BBC’s Doha Debates and chair of The Arab Debates on Deutsche Welle TV.

“In and around the conference and workshops there will be plenty of opportunities for delegates to contribute their views and to network with colleagues from across the region. We look forward to welcoming our industry colleagues at a very high value event which will contribute significantly to our learning and to our appreciation of the duty free & travel retail industry in the Middle East and Africa.”

The MEADFA Conference will be preceded by an Opening Cocktail, kindly sponsored by Dufry Sharjah, on 22nd November on the terrace of the King Hussein Bin Talal Convention Centre. World Duty Free Group will host the conference and sponsor the Gala Dinner at the Marriott Hotel.

The platinum sponsors are Aer Rianta International, Bahrain Duty Free and Dubai Duty Free; gold sponsors Ferrero, Haribo and JTI; silver sponsors Jordan Tourism Board and Aphrodite Duty Free Shop; smoking lounge sponsor and exhibitor Philip Morris; coffee break sponsor International Duty Free Trading & Agencies; exhibition stand Mars ITR; Lagardère Travel Retail will provide the lanyards.

The official carrier is Royal Jordanian Airlines and the official hotels are Jordan Valley Marriott Dead Sea and Mövenpick Dead Sea. The Jordan Tourism Board (www.visitjordan.com) will provide a free shuttle service from the official hotels to the conference venue.

Three-day excursions to some of the local sites, including Petra, Bethany, Madaba, Mount Nebo, Jerash, Ajloun and Amman, are offered at special rates.

The media partners of the MEADFA Conference are The Moodie Report, Travel Retail Business, Gulf-Africa Duty Free, Frontier & Frontier Brands, DFNI & Travel Retailer International.

Registration for the MEADFA Conference 2015 is open at [www.tfwa.com](http://www.tfwa.com).

Ends

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