



## PRESS ANNOUNCEMENT

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### MEADFA conference on track for success

With pre-registration figures already looking healthy, next month's MEADFA conference in Dubai is shaping up to be a highly successful event.

Attracting leading players from duty free and travel retail in the Middle East and beyond, the conference will offer invaluable insight into a region undergoing significant change, addressing tourism and travel trends, along with the latest retail developments. On Monday, following a welcoming address by MEADFA president Sean Staunton, UNTWO regional director Middle East Amr Abdel Ghaffar will speak about travel trends and how the tourism business is vital for prosperity and peace. Colm McLoughlin, Dubai Duty Free executive vice chairman and CEO, will then discuss the opportunities ahead at a time of change. Lagardère Travel Retail CEO Dag Rasmussen will talk about how the Middle East plays a vital role in the retailer's development plans.

On Tuesday, Jack MacGowan, CEO of Aer Rianta International will discuss how the industry can offer value to customers. Sean Staunton and ETRC president Sarah Branquinho will address the most significant challenges facing the industry.

The event will also feature several opportunities for networking, with a lively selection of social events in store.

Sponsors confirmed include Platinum sponsor KT International SA, Official Host and Gala Dinner sponsor Dubai Duty Free, lunch sponsor Qatar Duty Free and Gold sponsors Gulf Beverages, Aer Rianta International and Gulbahar Tobacco International FZE. Silver sponsor is Aphrodite Duty Free Shop and smoking lounge sponsor is JT International SA. Exhibitors are Gosh, Philip Morris International Services SARL, Heintz Van Landewyck, MARS ITR, Panzerglass and Oriental General Trading. The Opening Cocktail will be hosted by Dufry, and coffee break sponsors are Furla S.p.A and Nestle International Travel Retail. Lagardère Travel Retail will provide the lanyards, Travalo the Portfolio, and wines and spirits will be sponsored by Diageo, Gulf Beverages and Pernod Ricard Travel Retail.

Commenting on the event, Sean Staunton said; “We’re delighted to be bringing some truly fascinating speakers to Dubai at the end of November and we’re certain that this event will provide much food for thought for all those who are looking to develop their business in this exciting market.”

The MEADFA Conference 2016 will take place on 28<sup>th</sup> and 29<sup>th</sup> November, with the opening cocktail held during the evening of Sunday 27<sup>th</sup> November. Pre-registration, further information and updates on the event can be found at [www.tfwa.com/duty\\_free/The-MEADFA-Conference](http://www.tfwa.com/duty_free/The-MEADFA-Conference)

**For further information please contact:**

TFWA Press Office/Templemere PR

Email: [fwapress@tfwa.com](mailto:fwapress@tfwa.com)

Tel: +44 (0)1306 735574

[www.tfwa.com](http://www.tfwa.com)