



### MEADFA CONTINUES BUILDING SUCCESS IN MIDDLE EAST AND AFRICA

**Dubai, 14 March 2022:** Today, the Middle East and Africa Duty Free Association (MEADFA) had the opportunity to present at the ACI-Africa Regional Conference & Exhibition which took place in Mombasa.

MEADFA President Sherif Toulan presented the latest overview of the sector in the region. He outlined that duty free and travel retail (DFTR) revenues in Africa sunk by 64% year-on-year in 2020 (to US\$320 million) after experiencing growth of +8.8% year-on-year in 2019. However, he noted that we are already seeing recovery and bounce back across the region as international travel slowly returns.

**Running with this idea, he also presented the opportunities facing the sector in the context of recovery from the Covid-19 crisis. Duty Free sales have a major potential in Africa, with many new ways to develop such as the introduction of Arrivals duty free, increasing duty free allowances, the introduction of domestic duty-free, E-commerce, and the easing of duty-free purchase collection methods**

Speaking after the event, Mr. Toulan said: *"I was delighted to present MEADFA's vision for developing travel retail and protecting it in Africa. It is just one example of recent MEADFA's advocacy successes in the region, such as the continued relationship building with national governments and organisations such as COMESA; the continued coordination between airports and retailers; and of course, the continued relationship between MEADFA and ACI Africa."*

For more information on MEADFA membership visit MEADFA website [www.meadfa.com](http://www.meadfa.com) or contact Ms. Micheline El Ammar Enkiri on [info@meadfa.com](mailto:info@meadfa.com)

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