



MEADFA CONFERENCE TO BE HELD IN THE KINGDOM OF BAHRAIN THIS NOVEMBER

Middle East & Africa Duty Free Association is pleased to announce that the MEADFA Conference will be held in the kingdom of Bahrain on 27th to 29th November this year. The event, managed by TFWA and hosted by Bahrain Duty Free, will take place at The Art Hotel & Resort located in Amwaj Islands in Bahrain.

Further details will follow in due course.

“Following our fruitful in-person event last year, the MEADFA Conference this year will continue to demonstrate our commitment to facilitating and accelerating the recovery of duty free and travel retail industry in the post-pandemic era. We’re grateful to Bahrain Duty Free, our official host of the event, and to TFWA, our long-term partner, for their support. We are delighted to bring the MEADFA Conference to the kingdom of Bahrain for the first time, and looking forward to welcoming our friends and industry partners from the Middle East, Africa and beyond.”

Sherif Toulan, MEADFA President

“The return of industry events this year such as the MEADFA Conference is a solid indicator of the recovery of our industry. TFWA is delighted to continue our partnership with MEADFA and provide our support to this important trade event. We look forward to once again reconnecting in person with our colleagues and friends across the industry.”

Erik Juul-Mortensen, TFWA President

“We are honoured to be the official host of the MEADFA Conference – undoubtedly one of the key trade events in duty free and travel retail – this November. It’s gratifying to be able to play a part in supporting the industry as we continue our recovery. We can’t wait to welcome our industry colleagues to the kingdom of Bahrain.”

Bassam Al Wardi, Chief Executive Officer & Board Director, Bahrain Duty Free

For further info please contact: