



## LAUNCH OF THE MEADFA AWARDS

MEADFA is pleased to announce the launch of the MEADFA Awards which recognize innovative, dynamic, world class travel retail specialists in the Middle East & Africa Region.

### MEADFA Award Committee members:

- Dr. Bernard Creed – MEADFA Treasurer
- Ms. Isabel Zarza – MEADFA Vice President
- Mr. Philip Haine – MEADFA Board Member
- Mr. Sherif Toulan – MEADFA President
- Ms. Micheline El Ammar – MEADFA Operations Manager

MEADFA President, Mr. Sherif Toulan stated: "the MEADFA awards celebrate dedication, innovation, achievement, and success. Our objective is to focus on the dynamics of the region and acknowledge those who have made a significant contribution to the development of the Travel Retail Industry in the Middle East and Africa."

"The award committee encourages companies to nominate themselves and to highlight their outstanding contributions in a variety of business areas. Results will be announced during the MEADFA Conference 2022 taking place on Nov 27-29 in the Kingdom of Bahrain", says MEADFA Treasurer and Award Committee Chair, Dr. Bernard Creed.

MEADFA is launching five awards categories as follows:

- 1- **Best Retailer Award:** recognizes leading organizations that have demonstrated excellence across their business, continue to innovate in providing outstanding customer service and have provided a notable contribution to the development of travel retail in the region.
- 2- **Best in Marketing Strategy of the Year Award:** recognizes organizations that lead with their marketing approach towards adaptable and customer-driven engagement. This award highlights the use of new and innovative platforms using dynamic innovative content to engage with consumers across the industry.
- 3- **Sustainability and CSR Award:** entries can be across one or all of the following sub-categories:
  - Best Green Achiever
  - Best Sustainable Brand
  - Sustainable Retailer of the Year
  - Best CSR Performance
- 4- **Customer & Supplier Award:** entries can be for one or all of the following sub-categories:
  - Outstanding Achievement in customer satisfaction
  - Innovative supplier of the year
  - Excellence in Supplier Collaboration
- 5- Finally, there will be a **Lifetime Achievement Award** for which no entry is required. MEADFA will honor an outstanding leader who has made a remarkable contribution to the overall travel retail environment, promoted strong leadership, supports their people, and significantly impacted the overall sustainability, strategy, culture, and development of the industry as a whole.

For entries details, kindly contact Ms. Micheline El Ammar on e-mail: [info@meadfa.com](mailto:info@meadfa.com)

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