



## MEADFA PRESS RELEASE

جمعية الشرق الأوسط و أفريقيا للأسواق الحرة  
MIDDLE EAST & AFRICA  
DUTY FREE ASSOCIATION

For immediate release  
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### Registration opens for MEADFA Conference 2022

Registration is now open for this year's MEADFA Conference taking place in the Kingdom of Bahrain. The event will be held from the 27<sup>th</sup> to the 29<sup>th</sup> of November at The Art Hotel & Resort.

MEADFA President Sherif Toulan will open the conference with a welcome address on Monday the 28<sup>th</sup> of November. Within the opening session, participants will hear from industry leaders from Bahrain and beyond, including senior executives from Aer Rianta International-Middle East, Dubai Duty Free, Gulf Air, Dufry and Bahrain Duty Free.

Further conference sessions will focus on key markets in Africa, with contributions from companies including Ethiopian Airlines, Lagardère Travel Retail, UNWTO and Accra Airport. The important topic of sustainability will also be addressed, along with challenges to supply chains, the potential for the cruise market in the Middle East and Africa, and how the travel retail industry can find its place in the Metaverse.

Alongside the extensive learning opportunities, visitors to the conference will also benefit from a packed social programme, which will include an Opening Cocktail reception on Sunday, Gala Dinner on the Monday hosted by Bahrain Duty Free, and networking coffee and lunch breaks throughout the conference.

To book your place and for further information, please visit: <https://www.tfw.com/the-meadfa-conference>.

“As one of the most important travel retail markets in the Gulf region, and home to a very impressive new airport, Bahrain is a natural venue for the MEADFA Conference. We are delighted to be able to bring the event to Bahrain for the first time, when our market is recovering from one of the biggest challenges faced to date by our industry. We look forward to welcoming our friends and colleagues from across the Middle East, Africa and beyond to exchange ideas and experiences that will help us work together to rebuild our industry.”

**Sherif Toulan, MEADFA President**

“The MEADFA Conference is a highlight of the duty free and travel retail industry calendar, and we at TFWA are proud to be lending our support once again this year. Visitors to the November event will have opportunities to both learn and network, against the fantastic backdrop of Bahrain's Amwaj Islands. We look forward to seeing our members and business partners at this vital industry event.”

**Erik Juul-Mortensen, TFWA President**

“As the official partner of the MEADFA Conference, we are thrilled to host our fellow delegates in the Kingdom of Bahrain. In the post-pandemic era, it is more important than ever for our industry to network in person for business relationships to be formed, maintained and developed.”

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

**For further info please contact:**

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