



### 2023 MEADFA CONFERENCE TO BE HELD IN GHANA

[Dubai, May 22, 2023] – The Middle East and Africa Duty Free Association (MEADFA) is pleased to announce that the MEADFA Conference is taking place in Accra, Ghana from November 19-21, 2023 making it the first time this annual event is being hosted in West Africa.

The choice of Ghana as the location for this year's event was made to emphasize the strategic importance of the African market and also to highlight the unique opportunities and challenges in the Region. Ghana is an ideal location for the event as it serves as a gateway to Africa, home to some of the world's fastest emerging economies, and a place of unique culture and tradition.

Managed by TFWA, this year's MEADFA conference is hosted by Dufry, which has a significant presence in Africa with operations in several countries across the continent. The company's expertise in the African market will be invaluable in ensuring the success of the event. We are proud to be undertaking this landmark event with our partners Ghana Tourism Development Company and the Government of Ghana.

Details of the venue, program and other practical information will follow in due course.

"As the first sub-Saharan African country to host the MEADFA Conference, Ghana is proud to play a leading role in promoting the growth and development of the travel-retail industry in Africa. We are committed to creating an environment that supports and encourages the growth and success of businesses in Ghana, and we believe that the MEADFA Conference will provide a platform for our local businesses to connect with international players and explore new business opportunities."

**Hon. Dr. Ibrahim Mohammed Awal, Minister of Tourism, Arts and Culture - Ghana**

"The MEADFA Board and I are delighted to be able to bring the MEADFA Conference to West Africa for the first time. The tourism and travel retail industries in Ghana and neighbouring countries are developing rapidly, and we see it as our responsibility as an Association to help our members and business partners to realise Africa's potential. With that in mind, staging our annual event in Ghana is a logical step, and we encourage all our members and regular conference delegates to join us for what promises to be an excellent event in a fascinating location."

**Sherif Toulan, MEADFA President**

"We are honored to be the official host of this year's MEADFA annual conference. We believe that Africa is an important market for the travel retail industry, and we are committed to supporting its growth and development. We look forward to welcoming our colleagues and working together to explore new opportunities and drive the industry forward."

**Isaias Diaz, Dufry General Manager Africa**

"The MEADFA Conference is always a highlight of the duty free and travel retail industry calendar, and we are pleased to continue our partnership with MEADFA and to support the Association's first event in sub-Saharan Africa. Delegates can expect a varied and engaging conference programme, excellent networking opportunities, and the chance to discover a host country with much to offer."

**Erik Juul-Mortensen, TFWA President**

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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)