THE **MEADFA** CONFERENCE

19-21 NOVEMBER 2023 KEMPINSKI HOTEL GOLD COAST CITY ACCRA - GHANA



TFWA

MANAGED BY

OFFICIAL HOST



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INTRODUCTION

THE EVENT

Organized in partnership with TFWA and hosted by DUFRY, **The MEADFA Conference** is planned to take place on 19-21 November 2023 at the Kempinski Hotel Gold Coast City Accra, offering you the opportunity to experience the Ghanean hospitality!

ABOUT MEADFA

MEADFA represents and serves the travel retail industry in the Middle East & Africa region through a wide network bringing together the industry stakeholders, defending their interest and keeping them informed of the latest regional and global industry developments.

Our mission is to promote the development of the duty-free and travel retail industry by providing a dynamic platform for collaboration, learning, and advocacy.

MEADFA is a non-profit making trade association consisting mainly of Middle East & Africa based duty-free retail organizations including, border, seaport, and diplomatic shops, airport landlords, brand owners, suppliers, related association and distributors.

THE OPPORTUNITY

MEADFA's tailored sponsorship packages ensure that every brand we work with is perfectly positioned to engage the people they want to meet. Whether through branding or exclusive sponsorship of a networking event, the MEADFA team will make sure your brand is noticed. We are encouraging you to take part in this Conference either by attending or by actively participating through one of the high-exposure sponsorship opportunities.

For any further clarifications re. sponsorship opportunities contact micheline@meadfa.com.

Bringing together an audience of influential decision makers and giving them an opportunity to learn and debate the major regional issues facing the Duty Free and Travel Retail industry, The MEADFA Conference is opening the way to meet, network and present your brand to the major key players in the region.

Your presence at The MEADFA Conference will not only give you an opportunity to refresh, it will also enable you to build invaluable relationships with industry leaders and professionals.

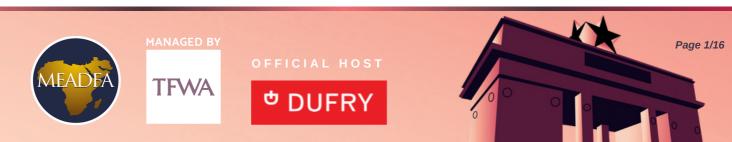
Entrance fees:

- MEADFA & TFWA Members: € 720
- Non-Members: € 820

Includes the 2-day conference, lunches and social events (welcome cocktail and gala dinner). Further 30% discount will be granted to the 3rd person onwards in each company.

Contact info@meadfa.com for any further clarifications in relation to registrations.

Thank you for your support.





DIAMOND PARTNER ELITE PACKAGE

EXPOSURE & BENEFITS LIMITED EXHIBITION STANDS AVAILABLE

PRIOR TO THE EVENT

- Logo present on banner at industry Press Conference during TFWA World Exhibition & Conference in Cannes (France), which is usually covered by all of the major industry Press.
- Mention of your sponsorship in the press release(s) related to the conference.
- Logo with links on Conference Page of www.meadfa.com and at www.tfwa.com.
- Announcement of sponsorship and opportunity for your company to promote your activity with a max. 1 minute video published on MEADFA Social Media Channels.
- Access to list of delegates 15 days before the conference.

DURING THE EVENT

- Exhibition Stand (standard size 2 x 2 mtrs)

 Back wall panel max 2.5mtr height
 Stand should be open on 3 sides
 Design and furniture to be organised by S
 - c. Design and furniture to be organised by Sponsor
- High visibility: corporate logo on screen throughout the conference.
- Digital Signage: advert opportunity in break-out area of the conference.
- Logo displayed on backdrop of registration area.
- Sponsorship acknowledgement on slides during conference.
- Full page advert in the MEADFA Official Guide & Directory.
- Personalized Spot in the MEADFA Official Guide & Directory your company logo with a brief overview in the sponsors section.
- Complimentary conference passes: 3 passes.
- Logo with links on Conference Page of www.meadfa.com and at www.tfwa.com.

AFTER THE EVENT

• Logo with links on MEADFA Conference page of www.meadfa.com and at www.tfwa.com



SPONSORSH



DIAMOND PARTNER NETWORKING PACKAGE **EXPOSURE & BENEFITS**

(3 AVAILABLE) • WELCOME COCKTAIL LUNCH (DAY 1)

LUNCH (DAY 2)

PRIOR TO THE EVENT

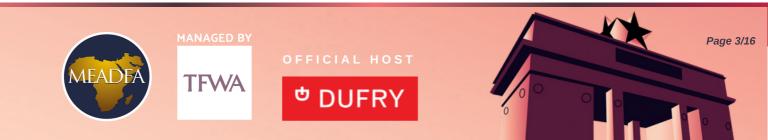
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- Access to list of delegates 15 days before the conference.

DURING THE EVENT

- Branding of the venue and activity opportunity during the Social Event.
- High visibility: corporate logo on screen throughout the conference.
- Digital Signage: advert opportunity in break-out area of the conference.
- · Logo displayed on backdrop of registration area.
- Sponsorship acknowledgement on slides during conference.
- Full page advert in the MEADFA Official Guide & Directory.
- Personalized Spot in the MEADFA Official Guide & Directory showcasing your company logo with a brief overview in the sponsors section.
- Complimentary conference passes: 3 passes
- Logo with links on Conference Page of www.meadfa.com and at www.tfwa.com.

AFTER THE EVENT

Logo with links on MEADFA Conference page of www.meadfa.com and at www.tfwa.com





PLATINUM PARTNER PREMIUM PACKAGE EXPOSURE & BENEFITS

PRIOR TO THE EVENT

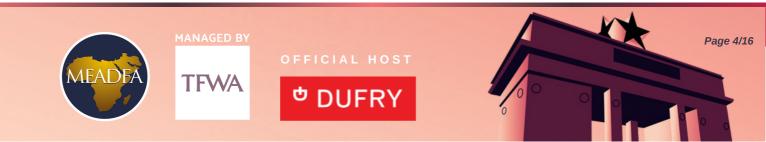
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- Announcement of sponsorship and opportunity for your company to promote your activity with a max. 1 minute video published on MEADFA Social Media Channels.
- Access to list of delegates 15 days before the conference.

DURING THE EVENT

- High visibility: corporate logo on screen throughout the conference.
- Digital Signage: advert opportunity in break-out area of the conference.
- · Logo displayed on backdrop of registration area.
- Sponsorship acknowledgment on slides during conference.
- Full page advert in the MEADFA Official Guide & Directory.
- Personalized Spot in the MEADFA Official Guide & Directory showcasing your company logo with a brief overview in the sponsors section.
- Complimentary conference passes: 2 passes.
- Logo with links on Conference Page of <u>www.meadfa.com</u> and at <u>www.tfwa.com</u>.

AFTER THE EVENT

• Logo with links on MEADFA Conference page of www.meadfa.com and at www.tfwa.com





GOLD PARTNER ADVANCED PACKAGE EXPOSURE & BENEFITS

PRIOR TO THE EVENT

- Logo present on banner at industry Press Conference during TFWA World Exhibition & Conference in Cannes (France), which is usually covered by all of the major industry Press.
- Mention of your sponsorship in the press release(s) related to the conference.
- Logo with links on Conference Page of <u>www.meadfa.com</u> and at <u>www.tfwa.com</u>.
- Announcement of sponsorship on MEADFA Social Media Channels.
- Access to list of delegates 15 days before the conference.

DURING THE EVENT

- Digital Signage: advert opportunity in break-out area of the conference.
- Logo displayed on backdrop of registration area.
- Sponsorship acknowledgement on slides during conference.
- Full page advert in the MEADFA Official Guide & Directory .
- Personalized Spot in the MEADFA Official Guide & Directory showcasing your company logo with a brief overview in the sponsors section.
- Complimentary conference passes: 1 pass.
- Logo with links on Conference Page of <u>www.meadfa.com</u> and at <u>www.tfwa.com</u>.

AFTER THE EVENT

• Logo with links on MEADFA Conference page of <u>www.meadfa.com</u> and at <u>www.tfwa.com</u>





COFFEE BREAK TARGETED PACKAGE EXPOSURE & BENEFITS 2 AVAILABLE

PRIOR TO THE EVENT

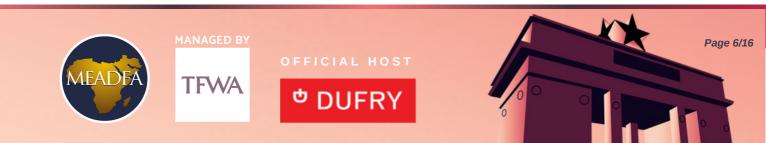
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- Mention of your sponsorship in the press release(s) related to the conference.
- Logo with link on Conference Page of <u>www.meadfa.com</u> and at <u>www.tfwa.com</u>.
- Announcement of sponsorship on MEADFA Social Media Channels.
- Access to list of delegates 15 days before the conference.

DURING THE EVENT

- Digital Signage in break-out area of conference with possibility to stream a video advert related to your brand &/or sample your product during Coffee Break (if applicable)
- Logo displayed on backdrop of registration area.
- Sponsorship acknowledgement on slides during conference.
- Full page advert in the MEADFA Official Guide & Directory .
- Personalized Spot in the MEADFA Official Guide & Directory showcasing your company logo with a brief overview in the sponsors section.
- Complimentary conference passes: 1 pass.
- Logo with links on Conference Page of www.meadfa.com and at www.tfwa.com.

AFTER THE EVENT

• Logo with links on MEADFA Conference page of www.meadfa.com and at www.tfwa.com





OPPORTUNITIES EXPOSURE & BENEFITS

WINE & SPIRITS PARTNERS

An opportunity for your company to supply its wines & spirits for one of the 2 available Social Events - Exclusive to your brands (T&C apply):

- Recognition during social event through table cards.
- Mention of your sponsorship in the press release(s) related to the conference.
- Announcement of sponsorship on MEADFA Social Media Channels.
- Digital Signage: advert opportunity in break-out area of the conference.
- · Logo displayed on backdrop of registration area.
- Sponsorship acknowledgment on slides during conference.
- Full page advert in the MEADFA Official Guide & Directory .
- Personalized Spot in the MEADFA Official Guide & Directory showcasing your company logo with a brief overview in the sponsors section.
- Complimentary conference passes: 1 pass.
- Logo with links on Conference Page of www.meadfa.com and at www.tfwa.com.

THE MEADFA OFFICIAL GUIDE & DIRECTORY

Launching a new format, the official publication combined with the delegate directory:

THE MEADFA OFFICIAL GUIDE & DIRECTORY

The only publication included in the MEADFA Conference delegate pack, an essential reference and a starting point to connect with the industry stakeholders during and post event.

The publication includes:

- An update on the region's travel industry.
- Highlights on the major players in the region.
- Insight into the MEADFA Conference program, speakers and sponsors.
- A list of delegates and companies attending the MEADFA Conference.

Exposure opportunities:

- Bookmark
- Advertorial
- Advert (single/ Double page)





OPPORTUNITIES EXPOSURE & BENEFITS

GIFT BAG

One of the "Top Takeaways" from the MEADFA event. Two packages are available to promote your brand:

1- Advert on GIFT BAG

- Branding the 2 side panels of the Gift Bag with your company branding / adverts.
- Exclusive to your brand.
- Mention of your sponsorship in the press release(s) related to the conference.
- Announcement of sponsorship on MEADFA Social Media Channels.
- Sponsorship acknowledgement on slides during conference.
- Personalized Spot in the Delegate Directory showcasing your company logo with a brief overview in the sponsors section.
- Product / brochure distribution in gift bag.
- Complimentary conference passes: 1 pass.
- Logo with links on Conference Page of <u>www.meadfa.com</u> and at <u>www.tfwa.com</u>.

2- Product Distribution in GIFT BAG

- Distribute your product in the Gift Bag.
- · Logo displayed on backdrop of registration area.
- Sponsorship acknowledgement on slides during conference.
- Logo with links on Conference Page of <u>www.meadfa.com</u> and at <u>www.tfwa.com</u>.

DIGITAL SIGNAGE

Strategically placed throughout the venue, an opportunity to deliver targeted messages to MEADFA audience on the move.

- Advert opportunity in break-out area of the conference.
- Logo displayed on backdrop of registration area.
- Sponsorship acknowledgement on slides during conference.
- Logo with links on Conference Page of www.meadfa.com and at www.tfwa.com.





PACKAGES RATES

FOR MORE INFORMATION PLEASE CONTACT:

Micheline El Ammar Enkiri Operations Manager - MEADFA

 DIAMOND PARTNER ELITE PACKAGE (EXHIBITION S NETWORKING PACKAGE 	TAND)	AED	110,000
PLATINUM PARTNERPREMIUM PACKAGE		AED	75,000
GOLD PARTNERADVANCED PACKAGE		AED	40,000
COFFEE BREAKTARGETED PACKAGE		AED	30,000
WINE & SPIRITS • TARGETED PACKAGE		AED	30,000
ADVERT ON GIFT BAG		AED	30,000
DIGITAL SIGNAGE		AED	18,000
 OFFICIAL GUIDE & DIRECTORY BOOKMARK ADVERTORIAL SINGLE PAGE ADVERT 	Y	AED	18,000
		AED AED	10,000 8,000
PRODUCT DISTRIBUTION		AED	10,000





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MEADFA CONFERENCE 2022 Manama, Bahrain OVERVIEW

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LINK TO PROGRAM & SPEAKERS

ATTENDANCE



441 Delegates/ 214 Companies

MEADFA 27-29 NOV. 2022 THE ART HOTEL & RESORT BAHRAIN

DUFRY MERIAL Pointful

RETAILER & LANDLORD 147 (33%) SUPPLIER / BRAND AGENT/DISTRIBUTOR 197 (45%) 47 (11%) PRESS / MEDIA TRADE VISITORS 13 (3%) 37 (8%)

ATTENDANCE BY REGION

TFWA







3D TRADE

ABDUL SAMAD AL QURASHI PERFUME ABERDEEN INTERNATIONAL FZE ABU DHABI AIRPORTS COMPANY (ADAC) ACCOLADE WINES LIMITED ACI AFRICA ACQUA DI PARMA SRL **AER RIANTA INTERNATIONAL** AER RIANTA INT'L (MIDDLE EAST) W.L.L. AFGHAN DUTY FREE LTD AFRICA TOURISM ASSOCIATION (ATA) AFRICA TRAVEL RETAIL (PTY) LTD **AFRICAN & EASTERN** AFRICAN AIRLINES ASSOCIATION AHMADOFF & COMPANY LTD AHMED PERFUMES L.L.C AIRPORT INTERNATIONAL D'ABIDJIAN AIRPORT INTERNATIONAL GROUP AIRPORT LUXURY TRAVEL AJMAL'S PERFUME MANUFACTURING OUDH PROCESSING AKA INTERNATIONAL DUTY FREE **AKOUSSA PARFUMERIE** AL FAKHER TOBACCO FACTORY AL HARAMAIN PERFUMES LLC AL JABER NOVELTY AL MUSBAH INTERNATIONAL TRADING GROUP AL NASSMA CHOCOLATE LLC ALTANFEETHI ALTAVIA TRAVEL RETAIL PTE. LTD ALVISA ALCOHOL GROUP AMTSC AHLAN AVENUE ANDS TRADING FZCO

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ANHEUSER-BUSCH INBEV INTERNATIONAL GMBH APHRODITE DUTY FREE SHOP ASSORTIA GLOBAL FZE AURORA WORLD LTD **B&S BRAND DISTRIBUTION B&S GROUP S.A B&S PAUL GLOBAL** BACARDI GLOBAL TRAVEL RETAIL DIVISION BAHRAIN AIRPORT COMPANY BAHRAIN DUTY FREE CO. WLL BALLY SHOE FACTORY LTD **BARDINET SA** BATEEL INTERNATIONAL LLC BEAM SUNTORY DISTRIBUTION TLD BEAUTE LUXE DUTY FREE **BELUGA GROUP BENEFIT COSMETICS BENIGNA PARFUMS LLC** BEVERLY HILLS POLO CLUB FZCO BLUE GULF EVENTS AND MARKETING MANAGEMENTS **BLUEDOG PRODUCTIONS LTD BMB GROUP** BOMMIDALA ENTERPRISES PVT LTD **BOTTEGA SPA** BRANDS UNLIMITED PVT LTD. BRITISH AMERICAN TOBACCO COMPANY (HONG KONG) LIMITED **BROWN-FORMAN BEVERAGES EUROPE LTD BULGARI PARFUMS BUREAU BEATRICE** BUTLERS CHOCOLATES LTD **BUYING THE SKY** C. JOSEF LAMY GMBH



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CABEAU, INC **CELMA MARKETING** CHALHOUB GROUP CHAMPAGNE LAURENT-PERRIER CHANEL SAS CIDF OL FZCO CLARINS GROUPE MIDDLE EAST CLOETTA TRAVEL RETAIL COMESA BUSINESS COUNCIL COTY MIDDLE EAST FZCO CREATION ALEXANDRE MIYA PARIS LTD **CREATIVE CHANNEL FRAGRANCES CROSSINGS INTERNATIONAL** CTC-ARI AIRPORTS LIMITED DAMA SPA DAR DUTY FREE LTD DELAVIUDA ALIMENTACIÓN S.A.U" **DELHI DUTY FREE** DELTA AIR LINES INC. DESIGN GO LTD DFP DUTY FREE PACIFIC DFS MIDDLE EAST DHALL FOODS AND BEVERAGES PTE LTD DIAGEO PLC DISTELL INTERNATIONAL LTD DISTELL LTD **DOUGLAS LAING & CO LTD** DR IRENA ERIS COSM LABORATORIES LTD **DUBAI AIRPORTS** DUBAI CORPORATION FOR TOURISM & COMMERCE DUBAI DUTY FREE DUFRY AG **DUFRY GHANA** DUFRY GROUP DUFRY MOROCCO

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DUFRY SHARJAH (FZC) **DUFRY SPAIN** DUFRY UK DUTY FREE GLOBAL LIMITED DUTY FREE WORLD COUNCIL DUTYFREAK GMBH EDRINGTON FIX MIDDLE EAST LTD EGF CONSULTING EGYPTAIR TOURISM (KARNAK) & DUTY FREE ELIZABETH ARDEN INTERNATIONAL ENTHUSIASM STAR GENERAL TRADING LLC ERMENEGILDO ZEGNA ESSENTIAL COMMUNICATIONS ESTEE LAUDER TRAVEL RETAILING INC ETHIOPIAN AIRLINES EUROPEAN TRAVEL RETAIL CONFEDERATION EXECUTIVE GENERAL TRADING LLC. F&I BEVERAGES AG FAZER CONFECTIONERY LTD FERRERO TRADING LUX S.A. FITRA INTERNATIONAL FZE FLEMINGO INTERNATIONAL LTD FOCUS BRANDS LTD FORWARDKEYS FOURPOINT TRADE FZE FRATERNITY SPIRITS WORLD FREY WILLE GMBH & CO KG GEBR. HEINEMANN SE & CO. KG GIORDANO MIDDLE EAST FZE **GLITTER TOBACCO FZC** GLOBAL MARKETING COMPANY LTD GLOBAL TRAVEL RETAIL MAGAZINE GLOBAL TRAVEL RETAIL SALES **GMAX TRAVEL RETAIL** GODIVA BELGIUM BVBA

MEADFA

OFFICIAL HOS







GUERLAIN SAS GULF BEVERAGES FZE HAMA GULF FZE HAMILA DUTY FREE HARDING RETAIL HENKELL-FREIXENET GLOBAL HERMES PARFUMS HOLIDAY MARINE SERVICES HOUSE OF PRESTIGIOUS PRODUCTS HUGO BOSS AG HUME BROPHY IAN MACLEOD DISTILLERS LTD **IDFG TRADING FZC** IKT COMPANY, INC IL SALOTTO DI BRERA DUTYFREE SRL IMPERIAL TOBACCO INTERNATIONAL LTD INTERNATIONAL AIR TRANSPORT ASSOCIATION (IATA) INTERNATIONAL DUTY FREE BELGIUM INTERNATIONAL TRAVEL RETAIL **INTERPARFUMS** INT'L DUTY FREE TRADING & AGENCIES **IRAO DUTY FREE ISTANBUL AIRPORT** J. CORTES & OLIVA CIGARS JACOBS DOUWE EGBERTS JCDECAUX DICON FZCO JOHNSON & JOHNSON PTE LTD JORDANIAN DUTY FREE SHOPS JT INTERNATIONAL S.A. KAEF **KAJAL PERFUMES** KARELIA TOBACCO COMPANY INC **KAVANAGH COMMUNICATIONS LTD** KERING EYEWEAR SPA

KREOL TRADING EST KT INTERNATIONAL SA LABORATOIRES DR NG PAYOT LAGARDERE TRAVEL RETAIL LAGARDERE TRAVEL RETAIL BELGIUM LAGARDERE TRAVEL RETAIL ME DWC-LLC LAGARDERE TRAVEL RETAIL SAUDI ARABIA LANGNESE HONIG GMBH & CO KG L'AZURDE COMPANY FOR JEWELRY LEAD IN TRAVEL RETAIL PTE. LTD. LEONIDAS SA CONFISERIE LES GRANDS CHAIS DE FRANCE LIME CONCEPTS LLC LINDT & SPRUNGLI (SCHWEIZ) AG LIVIKO AS LOACKER AG L'OCCITANE MIDDLE EAST LOCH LOMOND GROUP LONG HAUL SPA L'OREAL LUXURY BRANDS GENERAL TRADING (AMOUAGE) LVMH SE M.C.T. FZE / CHALHOUB GROUP MAJANI 1796 SPA MARITIME & MERCANTILE INTERNATIONAL LLC MARS INTERNATIONAL TRAVEL RETAIL MATARAT MAUI JIM INC USA MAZAYA FZE MEGA RESOURCES INTERNATIONAL GENERAL TRADING L.L.C MERLIN DIGITAL MESTREZAT GRANDS CRUS METROPOLIS BUSINESS MEDIA MICROCELL LTD MILLENIUM DUTY FREE



TFWA

♥ DUFRY





MODERN BEVERAGES **MOËT & CHANDON** MOËT HENNESSY MOLSON COORS BEVERAGE COMPANY MONDELEZ WORLD TRAVEL RETAIL LLC MONUS D.O.O. MTR CONSULTING MUSCAT DUTY FREE NATIONAL TRADING & DEVELOPING EST. NEGOTIUM PARTNERS NESTLE INTERNATIONAL TRAVEL RETAIL SA NEUHAUS NV NEW NORMAL CONSULTANCY NEXT BITE TRADING LLC NHY IMPORT EXPORT NORM INTERNATIONAL NOTABOO CORPORATION NOTIONS GROUP OASIS ARABIA FZE LLC OMAN AIRPORTS MANAGEMENT COMPANY **ORIENTICA PERFUMES INDUSTRY FZE OZ GROUP LIMITED** PAC - DUTY FREE S.A.L. (Beirut Duty Free) PANZERGLASS A/S PARFUMS CHRISTIAN DIOR PARLUX FRAGRANCES LLC PATCHI L.L.C BR PERFETTI VAN MELLE GLOBAL TRAVEL RETAIL PERNOD RICARD GLOBAL TRAVEL RETAIL PERNOD RICARD GULF PERSONNES SANS SOCIETE PEUCH ET BESSE SARL PHILIP MORRIS INTERNATIONAL SERVICES S.A.R.L PLOMARI DISTILLERY I.ARVANITIS SA

PRESTIGE SUPPLIES INC. PROXIMO GLOBAL TRAVEL RETAIL PUIG **PVH ASIA LIMITED QIVIUK JACQUES CARTIER CLOTHIER BANFF INC** RASHIDEEN INTERNATIONAL FZC DXB BR **REFLECTA SAS RELX INTERNATIONAL REMY COINTREAU INTERNATIONAL** RETAIL CONCEPTS LLC **RICOLA LTD RIGO TRADING S.A** RITUALS COSMETICS ENTERPRISE BV SAFILO SPA SAKAL BROTHERS SANTA MARGHERITA SPA SAUDI AIRLINES CATERING CO - SKYSALES **SAVEURS & NATURE** SCANDINAVIAN TOBACCO GROUP A/S SCHRODER & SCHYLER SEVA GROUP BV SHAMAG TRADING COMPANY L.L.C. SHARJAH AIRPORT AUTHORITY SHIFT ELECTRONICS LLC SHISEIDO/BEAUTE PRESTIGE INTERNATIONAL SILENT POOL DISTILLERY SISLEY PARIS SIT4BIZ MEA FZE SKICLUB KAMPEN GMBH SWAROVSKI INTERNATIONAL DISTRIBUTION AG SWEDISH MATCH SWEET GARDEN TRAVEL RETAIL SWISS FASHION TIME GMBH THE BELGIAN CHOCOLATE GROUP NV THE BELGIAN OWL WHISKY



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THE CHANGE GROUP INTERNATIONAL THE GOLD BAR SPIRITS COMPANY THE HERSHEY COMPANY THE LOVELY DISTRIBUTION COMPANY THE MOODIE DAVITT REPORT THE PLACE DUTY FREE SHOPS THE TRAVEL RETAIL CONSULTANCY THE WELLA COMPANY THÉLIOS SPA TOMS CONFECTIONERY GROUP TOORANK INTERNATIONAL SPIRITS TRAVEL RETAIL INNOVATIONS B.V. TRAVELLER LTD TREASURY WINE ESTATES TRETAIL LABS AUSTRALIA PTY LTD TRUEBELL MARKETING & TRADING L.L.C. UMDASCH STORE MAKERS LTD UNTWO VALRHONA SAS **VBRAND GALLERY** VICTORINOX AG **VILLA SANDI** VILLIGER SONS LTD VINA CONCHA Y TORO SA VINTAGE INTERNATIONAL FZCO VOYAGESAFRIQ TRAVEL MEDIA WH SMITH WHYTE & MACKAY LTD WILLIAM GRANT & SONS DISTILLERS LTD WONDERFUL PISTACHIOS & ALMONDS WORLDCONNECT AG YOUSEF M. HADDAD CO. & PARTNERS

