



THE MEADFA AWARDS 2023

Marking its second year, MEADFA is pleased to announce the launch of the MEADFA Awards for this year, recognizing innovative, dynamic, and world-class travel retail specialists in the Middle East & Africa Region.

MEADFA Award Committee members:

- Dr. Bernard Creed – MEADFA Treasurer
- Ms. Isaias Diaz – MEADFA Board Member
- Mr. Rob Marriott – MEADFA Vice President
- Mr. Sherif Toulan – MEADFA President
- Ms. Micheline El Ammar – MEADFA Operations Manager

MEADFA President, Mr. Sherif Toulan stated: *"Embracing the spirit of collaboration and creativity, the MEADFA Awards praise the perseverance of those who have transformed challenges into significant achievements for success."*

"The award committee extends an invitation to all companies, encouraging them to showcase their exceptional accomplishments across a diverse range of business domains. Winners will be announced during the MEADFA Conference 2023 in the vibrant city of Accra, Ghana on November 20th next, during the Gala Dinner hosted by Dufry", says MEADFA Treasurer and Award Committee Chair, Dr. Bernard Creed.

Building upon last year's success, we are happy to introduce this year's lineup of awards, recognizing outstanding achievements in the travel retail industry:

- 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

For further info please contact:

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