



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

## MEADFA PRESS RELEASE

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### MEADFA Showcases Growth and Commitment at 23rd Annual General Meeting

**April 4, 2024** - The Middle East and Africa Duty-Free Association (MEADFA) held its 23rd Annual General Meeting in Dubai on April 2, 2024, stressing on industry resilience and commitment. Attended by nearly 70% of its members, the meeting served as a platform to present the Association's achievements and future endeavors.

**MEADFA President, Mr. Sherif Toulan**, CEO - IDF, welcomed MEADFA members, "As we gather today, let us reflect on the remarkable journey we have shared and the transformative impact our collective efforts have had on the duty-free industry in our region."

Highlighting the association's growth, MEADFA proudly counts over 70 members, effectively doubling its membership since 2019. This achievement underscores the effort and support of **MEADFA membership Committee and its Chair, Mr. Roger Jackson**, Managing Director of Organico Solution FZC, playing a pivotal role in expanding the association's reach.

**The Advocacy Committee, chaired by Mr. Rob Marriott**, MEADFA Vice President and CEO of ARIME, presented key achievements from 2023 and outlined strategic objectives for 2024. Major accomplishments include successful engagement in the MOP 3 discussions, forging regional partnerships with ACI Africa and COMESA, and active participation in the MEADFA Conference in Accra.

Looking ahead to 2024, MEADFA aims to strengthen its Advocacy Working Committee, prepare for upcoming regulatory challenges, and enhance member engagement. A focus remains on consolidating efforts to address potential critical challenges faced by the industry.

MEADFA's commitment to industry excellence and growth remains. **Dr. Munif Mohammed, Chair of the Sustainability Committee** and CEO Lagardère Travel Retail, demonstrated exemplary leadership in communicating sustainability concerns and creating a framework to assist MEADFA members in reaching their sustainability objectives.

During the meeting, **MEADFA Treasurer, Dr. Bernard Creed**, SVP Finance at Dubai Duty Free, presented the 2023 financials and a projection on the 2024 budget, providing transparency and accountability in financial matters.

The MEADFA Annual General Meeting emphasized a collective determination to navigate challenges and seize opportunities, reaffirming MEADFA's pivotal role as the voice of Duty-Free in the region.

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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)