



## THE MEADFA AWARDS 2024

Celebrating its third consecutive year, the MEADFA Awards continue to recognize and honor innovative, dynamic, and world-class travel retail specialists in the Middle East & Africa Region. The 2024 edition promises to highlight exceptional achievements and transformative efforts within the industry.

### MEADFA Award Committee members:

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

### Jury Committee members:

- 1- Ms. Rita Chidiac - Independent Public Affairs & Advocacy Expert
- 2- Ms. Marina Giuliano - VP Brands, Retailers and Media, Forward Keys
- 3- Mr. Richard Gray - Independent Retail Consultant
- 4- Mr. John Hume - Senior Advisor, Penta
- 5- Mr. Martin Sabbagh - CEO for the Middle East and Africa, JCDecaux

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. We are also grateful to our esteemed judges for their unwavering commitment and efforts in recognizing excellence within our industry."

"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 2024 taking place in Abu Dhabi, UAE on November 18<sup>th</sup>, during the Gala Dinner event co-hosted by Abu Dhabi Airports and Avolta," 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

---

#### For further info please contact:

Micheline El Ammar Enkiri, Middle East & Africa Duty Free Association (MEADFA) FZE - P.O. Box 54394, Dubai -United Arab Emirates  
Tel. +971 4 299 66 63, Fax. +971 4 299 66 30 – Email: [info@meadfa.com](mailto:info@meadfa.com)



# MEADFA PRESS RELEASE

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

For immediate release  
July 15, 2024

---

- 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](mailto:info@meadfa.com)

---

**For further info please contact:**

Micheline El Ammar Enkiri, Middle East & Africa Duty Free Association (MEADFA) FZE - P.O. Box 54394, Dubai -United Arab Emirates  
Tel. +971 4 299 66 63, Fax. +971 4 299 66 30 – Email: [info@meadfa.com](mailto:info@meadfa.com)