



Details of speakers and programme revealed as countdown continues to MEADFA 2024

With pre-registration numbers topping the total this time last year, the 2024 MEADFA Conference in Abu Dhabi, UAE, further details have been announced on this year's speakers and the key topics of discussion. The event will take place from the 17th to the 19th of November at Fairmont Bab Al Bahr Hotel.

MEADFA President Sherif Toulan will open the conference with a welcome address on Monday the 18th of November. The opening session will hear from Managing Director & Chief Executive Officer of Abu Dhabi Airports, Elena Sorlini. An industry discussion on fuelling growth in the Middle East, Africa and neighbouring region led by Marcus Spahn, General Manager Commercial Non-Aero at MATARAT Holding, Chichi Maponya, Co-founder and Executive Chairperson of Africa Travel Retail, Abdeslam Agzoul, CEO Middle East and Africa for Avolta, and Ashish Chopra CEO of Delhi Duty Free.

The morning will continue with a session on the power of partnerships, where delegates will hear from duty free and travel retail experts from across the region, including Rob Marriott, CEO at Aer Rianta International Middle East Chair of the MEADFA Advocacy Group and the group's category leads and MEADFA Board: Banu Eksi, Rania Abou Hussein, Roger Jackson, and Chichi Maponya. This information packed session will also include an update from Duty Free World Council President Sarah Branquinho, who will provide global context and explain the strategies being employed to address fundamental key challenges.

A session entitled 'soaring skies', will address how travel and tourism are on track for a robust recovery, fuelled by rising visitor numbers, an uptick on business travel, and increasing investment in the sector as well as how addressing evolving traveller needs will be crucial for long-term success. ForwardKeys Vice President of Brands, Retailers and Media, Marina Giuliano will augment a session with the latest data and insights.

Day two will feature conversations on charting the industry's growth with a session focusing on East Africa led by Ali Tounsi, Secretary General of Airport Council International for Africa and Nomusa Khumalo, Chief Customer Officer, Tourvest. Delegates will hear from Munif Mohammed, MEADFA's Sustainability Lead and CEO of Lagardère Travel Retail Saudi Arabia and Leila Naguib, Gulf Corporate Affairs Manager at Mars who will provide a sustainability update on the MEADFA region. Florian Wimmer, Client Services Director at ISC-CX and Alec Denby, Global Operational Excellence Head at Avolta will explore innovative strategies tailored to travel retail and will feature case study analyses.

Artificial intelligence will be on the agenda later in the day, with expert analysis and insights on the transformative impact of AI, and the significant shift it will cause in business operations and competition. This session will explore how AI is transforming the customer experience, streamlining operations, and boosting sales, and what we need to learn as an industry to stay ahead.

Alongside the extensive learning sessions, delegates will also benefit from a packed networking programme, which will include a welcome cocktail on Sunday evening, Gala dinner on Monday night at Ethara F1 Circuit, hosted by Avolta, and many networking opportunities throughout the conference.

This year's MEADFA Conference is hosted by Abu Dhabi Airports, which plays an important role in Abu Dhabi's Economic Vision through the operations of 5 key airports in the emirate of Abu Dhabi and their ancillary companies. Thank you to all sponsors of this year's MEADFA Conference including Gala

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MEADFA PRESS RELEASE

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

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“The remarkable level of early registrations is a clear testament to the vital role the Middle East and Africa play in the future of travel retail. This region continues to capture the attention of key industry players, driven by its rapid growth and unique potential.

This year’s MEADFA Conference will offer an unparalleled platform for delegates to engage with industry leaders, gain deep insights, and establish strategic partnerships that will shape the next phase of our business. The calibre of speakers and the topics on the agenda reflect our commitment to driving meaningful dialogue and innovation.

We invite you to join us in Abu Dhabi to not just witness the future of travel retail, but to actively shape it.”

Sherif Toulan, MEADFA President

“As the Middle East and Africa continue their recovery from the pandemic, the MEADFA Conference will allow delegates to discover more about the vast opportunities in this rapidly evolving region. With the event returning to Abu Dhabi, the MEADFA Conference, managed by TFWA will provide a platform for the industry to do business in a market with vast potential. We are once again delighted to be supporting such an important event in the duty free calendar.”

Erik Juul-Mortensen, TFWA President

For more information on the MEADFA Conference visit [MEADFA website](#) or contact Ms. Micheline El Ammar Enkiri on info@meadfa.com

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