



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

MEADFA PRESS RELEASE

For immediate release
March 26, 2024

MEADFA Hosts 24th Annual General Meeting and Announces New Leadership

[Dubai, March 26, 2025] – The Middle East & Africa Duty Free Association (MEADFA) convened its 24th Annual General Meeting in Dubai on March 25, 2025, reaffirming its dedication to advancing the duty-free and travel retail industry across the region.

With strong participation from MEADFA's members, the AGM provided a platform to review key achievements, discuss industry challenges, and outline strategic priorities for the future.

A Year of Growth and Industry Advocacy

MEADFA continues to expand its membership, with 72 members now part of the association. This growth highlights the ongoing efforts of the Membership Committee, led by Mr. Roger Jackson, in broadening the association's reach.

The Advocacy Committee, chaired by Mr. Rob Marriott, highlighted key accomplishments from 2024, including proactive involvement in the campaign to protect the duty-free sector led by DFWC, ongoing collaboration with regional organizations, and the enhancement of advocacy efforts through strategic initiatives. Looking ahead, the committee will prioritize strengthening regulatory engagement, promoting industry-friendly policies, and fostering deeper partnerships with global and regional stakeholders.

MEADFA's Sustainability Committee, led by Dr. Munif Mohammed, remains committed to supporting members in adopting sustainable practices. Recognizing that addressing sustainability challenges requires a shift in mindset, from seeking competitive advantage to embracing collaborative advantage, the committee is driving initiatives aligned with broader ESG goals. These efforts aim to foster industry-wide progress and meaningful partnerships for a more sustainable future.

Financial Transparency and Strategic Planning

During the meeting, MEADFA Treasurer, Dr. Bernard Creed, presented the 2024 financial report and projections for 2025, ensuring transparency and accountability in the association's financial management.

New Board and Officers for the 2025-2027 Term

The AGM also saw the election of MEADFA's new Board and Officers for the 2025-2027 term. The newly elected leadership will guide the association through the next phase of industry transformation, with a strong focus on advocacy, sustainability and innovation.

The affiliate members of MEADFA elected their category group representative to serve on the MEADFA Board:

- Representing the Confectionery Category, Mr. Mazen Kaddoura - Global Sales Director - Travel Retail & Duty Free, Notions Global LLC
- Representing the Tobacco Category, Ms. Milika Kalyati - Corporate Affairs & Communications Manager, JT International
- Representing the Liquor Category, Mr. Roger Jackson - Managing Director, Organico Solutions FZCO



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The elected officers are:

- **President:** Mr. Rob Marriott, CEO, Aer Rianta International Middle East (ARIME),
- **Vice President:** Mr. Abdeslam Agzoul, CEO Middle East & Africa, AVOLTA
- **Secretary General:** Mr. Karl Raphael, CEO, Chairman, Aphrodite SARL
- **Treasurer:** Dr. Bernard Creed, Senior Vice President – Finance (Retail & Leisure), Dubai Duty Free

The elected **Board members** include:

- Mrs. Chichi Maponya, Co-founder and Executive Chairperson, Africa Travel Retail
- Mr. Isaias Diaz, General Manager, Dufry MAROC
- Mr. Bernard Schlafstein, Sales Director Middle East & Africa, Gebr. Heinemann
- Mr. Sherif Toulan, CEO, International Duty Free Trading & Agencies Ltd
- Mr. Haitham AL Majali, CEO, Jordanian Duty Free Shops
- Dr. Munif Mohamed, CEO, Lagardère Travel Retail Middle East
- Mr. Philippe Margueritte, President TFWA

Leadership Statements

Sherif Toulan, reflected on his tenure:

"Serving as President of MEADFA for two consecutive terms has been an incredible honor. Over the past four years, we have faced challenges, embraced new opportunities, and strengthened our industry's position across the Middle East and Africa. I am proud of what we have achieved together, and I have full confidence that the new leadership will continue to drive the association forward with the same passion and commitment."

Rob Marriott, President of MEADFA, commented:

"It is a privilege to lead MEADFA at this pivotal time for our industry. Our focus will be on strengthening collaboration among stakeholders, driving meaningful innovation, and ensuring that the voice of travel retail in the Middle East and Africa is represented. Together, we will work towards strengthening the resilience of our industry, address emerging challenges, and unlock new opportunities for sustainable growth."

Abdeslam Agzoul, Vice President of MEADFA, stated:

"MEADFA has long been a cornerstone in advancing the interests of our industry, and I am honored to take on this new role. I look forward to supporting MEADFA's initiatives, working closely with the new board and officers, and contributing to the continued success and growth of the association across the region."

Roger Jackson, Representative of the Liquor Category seat on the MEADFA board acknowledged:

"I am truly honored to be re-elected to the MEADFA Board, representing the Liquor Travel Retail Industry. It is a privilege to work alongside such dedicated professionals in shaping the future of duty-free across the Middle East and Africa. I look forward to driving innovation, tackling challenges, and contributing to the continued growth and success of MEADFA."

Milika Kalyati, Representative of the Tobacco Category seat on the MEADFA board commented:

"I am honored to continue serving on the MEADFA Board for a second term, representing the Tobacco category. Over the past years, we have made significant progress in addressing industry challenges and fostering collaboration. I look forward to building on this momentum and working closely with my fellow board and MEADFA members to further strengthen the duty-free industry across the region."



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Mazen Kaddoura, Representative of the Confectionery Category seat on the MEADFA board added:

"I am honored to represent the Confectionery members category on the MEADFA Board for 2025–2027 and thank the members for their trust. On behalf of Notions Group, founded by Mr. Masri, a veteran of Travel Retail in the region, I look forward to addressing category challenges, sharing best practices, and strengthening our voice within the association to drive growth and collaboration across the industry.."

Commitment to the Future

As MEADFA enters a new chapter of leadership, the association reaffirms its dedication to protecting and promoting the interests of the duty-free and travel retail industry. MEADFA remains committed to advocating for its members, ensuring their voices are heard, strengthening regional partnerships, and driving industry progress in an ever-evolving global landscape.

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For more information on MEADFA membership, visit www.meadfa.com or contact **Ms. Micheline El Ammar Enkiri** at info@meadfa.com.