



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

MEADFA PRESS RELEASE

For immediate release
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Dates and location for 2025 MEADFA conference announced

Dubai, June 26, 2025 - This year's MEADFA Conference will take place in Dubai. Managed by TFWA and hosted by Dubai Duty Free, it will be held from 9th to 11th of November at InterContinental Dubai Festival City.

Registration will open on 13th August, and an early bird discount of 10% will be available to those signing up before 2nd September. After this date, it will be possible to pre-register at the regular entry rates until 20th October.

For further information, please visit: <https://www.meadfa.com/conference/>

Details of the programme and other information about the event will follow soon.

"Dubai is a destination that never fails to inspire, and it's a city that reflects the ambition and innovative outlook of our industry. The MEADFA Conference will once again offer us the opportunity to connect and collaborate on the challenges and opportunities shaping the future of duty free and travel retail. On behalf of the MEADFA board, I'd like to extend our appreciation to our host Dubai Duty Free for their partnership and enthusiasm in welcoming the duty free industry from the region and beyond to this remarkable location."

Abdeslam Agzoul, MEADFA President

"TFWA is proud to once again be supporting this key event in the duty free and travel retail calendar. Uncertainty seems to be the new normal in our world. It has never been better times for our industry to join forces and share ideas so that we can plan for the future with agility and with confidence. With the Middle East and Africa regions expected to continue to play a pivotal role in the global market, this conference offers an invaluable occasion to explore in detail the trends impacting the industry here both today and tomorrow."

Philippe Margueritte, TFWA President

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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.