



THE MEADFA AWARDS 2025: Honoring Excellence in Travel Retail

Now in its fourth consecutive year, the MEADFA Awards continue to shine a spotlight on the exceptional achievements of travel retail specialists across the Middle East and Africa region. This year's edition is set to celebrate innovation, resilience, and transformative contributions within the industry, reinforcing MEADFA's commitment to recognizing excellence.

The MEADFA Awards 2025 will once again serve as a platform to honor companies and individuals who have demonstrated leadership, creativity, and an unwavering dedication to advancing the travel retail sector. Winners will be unveiled during the prestigious Gala Dinner event at the MEADFA Conference 2025.

MEADFA Award Committee Members:

1. Dr. Bernard Creed – MEADFA Treasurer
2. Mr. Abdleslam Agzoul – MEADFA President
3. Ms. Chichi Maponya – MEADFA Vice President
4. Mr. Isaias Diaz – MEADFA Board Member
5. Mr. Nuno Amaral – MEADFA Board Member
6. Mr. Sherif Toulou – MEADFA Board Member
7. Ms. Micheline El Ammar – MEADFA Operations Manager

Jury Committee:

The MEADFA Awards 2025 will feature a distinguished panel of industry experts who will bring their wealth of knowledge and experience to evaluate this year's entries. The final list of jury members will be announced soon, reflecting a diverse range of expertise across travel retail, sustainability, marketing, and customer engagement.

Speaking about this year's awards, **MEADFA President, Mr. Abdeslam Agzoul**, stated:

"The MEADFA Awards celebrate the innovation, resilience, and excellence that define our industry. A platform to honor those who continue to push boundaries and set new benchmarks in travel retail across the Middle East and Africa. We look forward to recognizing the remarkable achievements of this year's participants and are excited to see how their contributions will shape the future of our industry."

MEADFA Award Committee Chair, Dr. Bernard Creed, added:

"We encourage all companies in the travel retail sector to participate and showcase their outstanding accomplishments. The MEADFA Awards provide a unique opportunity to highlight the remarkable efforts driving our industry forward."

Award Categories for 2025:

Building on the success of previous years, the MEADFA Awards 2025 will feature the following categories:

1. Best Retailer Award: Recognizing organizations that demonstrate excellence in customer service, innovation, and significant contributions to the development of travel retail in the region.
2. Best in Marketing Strategy of the Year Award: Celebrating marketing approaches that engage customers through innovative platforms and dynamic content, setting new benchmarks for adaptability and consumer engagement.
3. Sustainability and CSR Award: Highlighting initiatives that champion sustainability and corporate social responsibility, with sub-categories including:



MEADFA PRESS RELEASE

جمعية الشرق الأوسط و أفريقيا للأسواق الحرة
MIDDLE EAST & AFRICA
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- Best Green Achiever
 - Best Sustainable Brand
 - Sustainable Retailer of the Year
 - Best CSR Performance
4. Customer & Supplier Award: Recognizing exceptional achievements in customer satisfaction and supplier collaboration, with sub-categories such as:
- Outstanding Achievement in Customer Satisfaction
 - Innovative Supplier of the Year
 - Excellence in Supplier Collaboration
5. Lifetime Achievement Award: Honoring an individual whose visionary leadership and remarkable contributions have significantly shaped the travel retail industry, fostering sustainability, innovation, and growth.

How to Enter:

For entry details and submission guidelines, please contact,

Ms. Micheline El Ammar at info@meadfa.com. Submissions close on September 30, 2025.

Join us in celebrating the extraordinary talent and achievements that define the Middle East and Africa's travel retail landscape. Together, let's continue to drive innovation and excellence in our industry.

About MEADFA:

The Middle East & Africa Duty Free Association (MEADFA) represents the interests of travel retail and duty-free operators, brands, and stakeholders across the region. Through advocacy, education, and events like the MEADFA Awards, the association aims to support the growth and development of the industry while promoting best practices and collaboration.

For media inquiries, please contact:

Ms. Micheline El Ammar

Email: info@meadfa.com

Website: www.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