



MEADFA PRESS RELEASE

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

For immediate release
November 11, 2025

MEADFA Conference 2025 welcomes a record number of 736 delegates in Dubai

The 2025 MEADFA Conference in Dubai, UAE, came to a close today, and MEADFA has confirmed that 736 delegates attended. With the conference room reaching maximum capacity, this year's edition reflected the strong momentum and confidence driving the duty free and travel retail industry across the Middle East and Africa.

The event opened with a welcome address from moderators Dermot Davitt and Michele Miranda and MEADFA President Abdeslam Agzoul.

This was followed by discussions on leading through change, the evolving role of airports, safeguarding tomorrow's travel retail and a debate centered on the new face of luxury, local and lifestyle in travel retail throughout Middle East & Africa.

Day two opened with a session on how the industry can lead through risk with resilience, followed by discussions on the industry's growth opportunities in Saudia, and MEADFA's sustainability update. The final two sessions of the day were themed around the next wave of Africa travel retail and the growth of the Indian market.

Delegates also enjoyed a varied networking programme, which included a welcome cocktail on Sunday evening hosted by Heinemann, a Gala dinner on Monday night hosted by Avolta, during which, the MEADFA Awards winners were announced. The lively exhibition in the conference foyer, where exhibitors showcased a world of exclusive travel retail experiences, gave delegates the chance to discover new brands, products, and innovations shaping the future of the industry.

MEADFA would also like to thank all sponsors of the 2025 MEADFA Conference, managed by TFWA, including the official host of the MEADFA Conference, Dubai Duty Free.

Among the Diamond Partners are Al Haramain, ARI Middle East, ARMAF, Chkoudra, Heinemann Middle East Africa, Hama Gulf, JT International, Lagardère Travel Retail and Mazaya. Platinum Partners include DFP World, Gulf Beverages, Imperial Brands, Matarat and MMI. Gold Partners are Aphrodite Sarl, Bahrain Duty Free, Blue Gulf Marketing, House of Grapes, IDF, Kreol, Pernod Ricard, Scent Of Africa, and Suntory Global Spirits. Loacker and ADA support the conference as Coffee Break Sponsor. Other sponsors include Al Jaber, Ahmed Al Maghribi Perfumes, Bloom Dead Sea Life, Seeberger, Store Makers, Mars Wrigley and Le Damas, while Media Partners include Duty Free News International, Global Travel Retail Magazine, The Moodie Davitt Report, and TRBusiness.

"It has been a true honour to welcome our industry colleagues, partners and friends back to Dubai - the home of MEADFA - for this year's record-breaking conference. This exceptional turnout is a testament to the strength and resilience of the duty free and travel retail industry across the Middle East and Africa, and to Dubai's enduring role as a global hub for our sector. I am deeply grateful to our host, Dubai Duty Free, for their generosity and hospitality, and to all those who have helped build MEADFA into the strong and respected Association it is today. As my first conference as President, it has been inspiring to see so much optimism for the future of our region's aviation and tourism industries."

Abdeslam Agzoul, MEADFA President

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“The MEADFA Conference once again proves its importance as a key event for the regional travel retail of Middle East and Africa community. We are proud to support MEADFA in providing a platform where new ideas are shared, partnerships are built, and the future of our industry is shaped - particularly in such a dynamic and fast-evolving region.”

Philippe Margueritte, TFWA President

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