



MEADFA Awards 2026 Return to Celebrate Innovation and Industry Achievement

Dubai, UAE, [June 17, 2026] – As the Middle East & Africa Duty Free Association (MEADFA) celebrates its 25th Anniversary in 2026, the Association is pleased to announce the opening of entries for the MEADFA Awards 2026, recognizing the companies, initiatives and individuals driving excellence across the Middle East and Africa's duty free and travel retail industry.

Now in its fifth edition, the MEADFA Awards have become a respected platform for celebrating innovation, leadership, sustainability and outstanding achievements across the region. This year's Awards hold special significance as they form part of MEADFA's 25th anniversary year, marking a quarter century of serving and supporting the travel retail community.

Since its establishment in 2001, MEADFA has witnessed the transformation of travel retail across the Middle East and Africa, from the emergence of world-leading airport retail destinations to the expansion of travel retail opportunities throughout the African continent. The Awards recognize the individuals and organizations whose vision, commitment and innovation continue to shape the future of the industry.

Commenting on the launch of the Awards, MEADFA President, Mr. Abdeslam Agzoul, said:

"As MEADFA celebrates its 25th Anniversary, it is fitting that we recognize the people, brands, retailers and partners whose vision, innovation and commitment continue to strengthen our industry. The MEADFA Awards provide an opportunity to showcase success stories from across our region and to celebrate those who are helping shape the future of travel retail."

Dr. Bernard Creed, Chair of the MEADFA Awards Committee, added:

"As we launch the fifth edition of the MEADFA Awards, we encourage companies across the region to take part and share the initiatives, achievements and innovations that have made a difference to their businesses and our industry. The quality of submissions continues to improve year after year, reflecting the remarkable talent, creativity and resilience that exists across the Middle East and Africa travel retail community."

Entries are invited across the following categories:

- Best Retailer Award
- Best in Marketing Strategy Award
- Sustainability & CSR Award
- Customer & Supplier Award

The Lifetime Achievement Award is a special honor presented by MEADFA. It recognizes an exceptional leader whose influence, leadership and commitment have left a lasting impact on the industry's culture, sustainability, strategy and growth.

All submissions will be evaluated by an independent panel of international industry experts, ensuring a transparent and impartial judging process.

The winners will be announced during the MEADFA Conference 2026, taking place from 15 - 17 November 2026 at the Four Seasons Hotel Rabat at Kasr Al Bahr, Morocco.

Important Dates

- Submission Deadline: 30 September 2026
- Preliminary Review: By 08 October 2026
- Final Jury Review & Winner Selection: By 19 October 2026
- Awards Ceremony: 16 November 2026

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



MEADFA PRESS RELEASE

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

For immediate release
June 17, 2026

Companies interested in participating may obtain the Awards Procedures Document and Submission Form by contacting MEADFA at info@meadfa.com or by visiting www.meadfa.com

MEADFA looks forward to receiving this year's entries and recognizing the achievements, innovation and leadership that continue to shape the future of duty free and travel retail across the Middle East and Africa.

-ENDS-

About MEADFA

Established in 2001, the Middle East & Africa Duty Free Association (MEADFA) represents the interests of duty free and travel retail stakeholders across the Middle East and Africa. Through advocacy, networking, education and industry events, MEADFA works to support the sustainable growth and development of the sector throughout the region.

25 Years of MEADFA

- 2001 – MEADFA Founded
- 2002 – First MEADFA Conference Held in Dubai
- 2006 – Launch of MEADFA Training Programs
- 2013 – Expansion into Africa and Transition from MEDFA to MEADFA
- 2018 – MEADFA Expands Membership to Include Suppliers
- 2019 – Strengthening Industry Representation, Advocacy Committee launched
- 2022 – Launch of the MEADFA Awards
- 2023 – First MEADFA Conference Hosted in West Africa (Accra)
- 2026 – 25 Years of Supporting Duty Free & Travel Retail Across the Middle East & Africa

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