



MEADFA Unveils Updated Identity Reflecting Its Regional Growth and Future Vision

Dubai - UAE, [Aug 06, 2026] - The Middle East & Africa Duty Free Association (MEADFA) has unveiled a new brand identity as it celebrates its 25th anniversary in 2026.

The updated identity reflects MEADFA's evolution and its role in uniting and representing the duty free and travel retail industry across the Middle East and Africa. It also supports the Association's vision to strengthen the region's global position as a leading and dynamic force in travel retail.

The new logo retains the map of the Middle East and Africa, a core element of MEADFA's identity, while introducing a more contemporary and institutional design. The wider brand system includes a refined color palette, typography, visual language and dedicated branding for MEADFA's key areas of activity, including advocacy, membership, training, sustainability and awards.

Abdeslam Agzoul, MEADFA President, said:

"As MEADFA celebrates 25 years, our new identity reflects both our heritage and our future. It reinforces our mission to unite and represent the duty free and travel retail industry across the Middle East and Africa, while supporting the region's growing role within the global travel retail sector."

The anniversary year will also be marked by the MEADFA Conference 2026, taking place from 15-17 November 2026 at the Four Seasons Hotel Rabat at Kasr Al Bahr, Morocco, bringing together industry leaders, members and partners from across the region and beyond.

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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