



Early Bird Registration Is Now Open for 2026 MEADFA Conference in Rabat

Dubai - UAE, [Aug 12, 2026] - Travel retail professionals from across the Middle East, Africa and beyond are invited to secure their place at the 2026 Middle East & Africa Duty Free Association (MEADFA) Conference, with early bird pre-registration now officially open.

Taking place from 15–17 November 2026 at the Four Seasons Hotel Rabat at Kasr Al Bahr, the event will mark a significant milestone as MEADFA celebrates its 25th anniversary.

Hosted in the Moroccan capital of Rabat for the first time, the conference represents a strategic step in expanding MEADFA's engagement across African growth markets, while reinforcing its role as a unifying platform for the wider Middle East and Africa region.

An imperial city with rich history, strong cultural identity and institutional significance, Rabat offers an ideal backdrop for this landmark edition. Positioned as a strategic gateway to Africa, the city reflects both the region's heritage and its forward-looking ambition, as well as growing connectivity between the Middle East and the African continent.

Widely recognised as the leading travel retail event for the Middle East and Africa, the annual MEADFA Conference brings together retailers, airports, brands, distributors and industry stakeholders for three days of networking, knowledge sharing and discussions on the future of duty free and travel retail across the region. For 2026, MEADFA welcomes Avolta as the Official Host of the Conference and Heinemann Middle East Africa as sponsors of the Welcome Cocktail.

Commenting on the milestone, MEADFA President Abdeslam Agzoul said:

"The 2026 MEADFA Conference marks a proud milestone as we celebrate 25 years of MEADFA. Over the past quarter century, the Association has played a key role in bringing together our industry across the Middle East and Africa, and this anniversary provides an opportunity to reflect on our achievements while looking ahead to continued growth and collaboration."

Commenting on the event, TFWA President Sarah Branquinho said:

"Organised in partnership with TFWA, the MEADFA Conference continues to play a vital role in bringing the industry together across the Middle East and Africa. We look forward to this 25th anniversary edition, welcoming delegates to Rabat for what promises to be an engaging programme, valuable networking opportunities and meaningful discussions about the future of our industry."

Alongside a comprehensive conference programme featuring expert speakers and industry leaders, delegates will benefit from a range of networking events designed to encourage collaboration and foster new business opportunities.



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Further details regarding the conference agenda, speakers and social programme will be announced in the coming months.

Industry professionals are encouraged to sign up early to secure their participation in this special anniversary edition of the MEADFA Conference.

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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
