



MIDDLE EAST AND AFRICA
DUTY FREE ASSOCIATION

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2026 MEADFA Conference Programme Announced, Pre-Registration Open for Landmark 25th Anniversary Edition in Rabat



The Middle East & Africa Duty Free Association (MEADFA), has announced the programme for its 2026 Conference, bringing together leading figures from across the Middle East, Africa and the global travel retail industry for its landmark 25th anniversary edition.

Taking place from 15–17 November 2026 at the Four Seasons Hotel Rabat at Kasr Al Bahr, the conference will be held in Morocco for the first time, marking an important new chapter for MEADFA as it strengthens its engagement across Africa’s dynamic and fast-growing travel retail markets. The event will combine two days of conference content with a programme of networking and social events, providing a platform for industry leaders to exchange insights, share perspectives and build new connections.

An insightful programme

The 2026 programme will offer a broad perspective on the evolving travel retail landscape across the Middle East and Africa, with sessions examining regional air traffic and passenger growth, the evolving opportunities across African markets and the changing retail landscape. Highlights include an MEA air traffic outlook, exploring the region’s aviation and passenger trends, and Africa in focus, bringing together industry voices to examine the continent’s growing potential. The programme will feature contributions from senior leaders across airports, retailers, brands, tourism, technology and industry organisations, including ACI Africa, Africa Tourism Association,



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Amadeus, Avolta, Dubai Duty Free, Heinemann, Lagardère Travel Retail and Qatar Airways, alongside experts from Oliver Wyman and The Moodie Davitt Report.

[Access the 2026 conference programme, with links to all speaker biographies, here.](#)

MEADFA President Abdeslam Agzoul said:

“We are delighted to share the programme for our 2026 Conference, which brings together a strong line-up of industry leaders and experts to explore the opportunities and challenges affecting travel retail across the Middle East and Africa. The programme will offer delegates valuable perspectives, practical insights and opportunities for meaningful debate.”

A platform for connection

Alongside the conference programme, delegates will have access to a series of networking opportunities designed to encourage meaningful connections and new business relationships. These include the Welcome Cocktail on Wednesday 15 November and the Gala Dinner on Thursday 16 November, as well as the opportunity to take part in the MEADFA Grand Raffle and the chance to win a selection of prizes.

Avolta will serve as Official Host of the Conference, with Heinemann Middle East Africa sponsoring the Welcome Cocktail, for this significant edition of MEADFA.

The conference builds on the strong international participation seen at the 2025 edition, which welcomed 736 industry executives from across the Middle East, Europe, Africa, the Americas and Asia/Oceania.

Registration and delegate benefits

Pre-registration is now open for MEADFA 2026 until **22 October 2026**.

Registration includes entrance to the two-day conference and networking facilities, access to the Opening Cocktail and an invitation to the Gala Dinner. Delegates will also be entered into the MEADFA Grand Raffle.

Delegates who register before **28 September 2026** will have their name and company included in the Delegate Directory and can benefit from preferential room rates at MEADFA Conference preferred hotels.

[Pre-register for MEADFA 2026 here.](#)

[Visit the MEADFA website](#) for further information and follow MEADFA and TFWA's official channels for programme and event updates.

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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
