

TFWA ANNOUNCEMENT

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ATTALI AND GELDOF AMONG SPEAKERS AT TFWA WORLD EXHIBITION CONFERENCE

TFWA is finalising details of the TFWA World Exhibition 2009 Conference which will set the scene for the event on Monday 19th October starting at 09.00 in the Grand Auditorium of the Palais des Festivals in Cannes.

Under the overall theme '**The Challenge of Change: Investing in people and mankind**', **Erik Juul-Mortensen, TFWA President** will make the opening address.

As one of the founding members of TFWA 25 years ago, Juul-Mortensen is in the unusual position of being able to reflect personally on many of the industry's and the association's achievements in the past quarter-century. He will also look at political and macro economic factors which will have a decisive influence on the shape of the industry in the future, just as he will touch on altruistic initiatives in the global industry.

Jacques Attali, Economist, Historian, Futurist and Humanitarian will give a sociological and economic perspective of society, human behaviour and the cyclical nature of economies and economic trends, looking both at the historical pattern and projecting into the future. A shrewd economist, he will provide his perspective on the global economic downturn, how and when the situation could turn and how society will change as a result. As founder of the global microfinance organisation 'Planet Finance', helping to alleviate poverty in the poorest communities, Attali will also look at how developing nations are particularly affected in economic downturns.

Bob Geldof, Humanitarian and Singer will advocate an ethical approach to business. He will look at global geopolitical trends and the impact on both business and the more devastating impact on populations in developing countries. Geldof will offer a 'bigger picture' approach and challenge the industry delegates to act more responsibly, stressing that the responsibility does not have to lie with the corporations alone, but with individuals who can make a real difference.

TFWA will confirm shortly this year's **keynote speaker from the industry** who will provide his/her perspective on 'investing in people and mankind' particularly in these tough economic times. The speaker will offer a vision for the future of the industry beyond the current economic crisis.

The TFWA World Exhibition Conference, which will be moderated by Stephen Sackur, BBC HARDtalk Presenter, is free to all delegates registered for TFWA World Exhibition.

Further information at http://www.tfw.com/duty_free/Introduction.54.0.html .

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