

PRESS ANNOUNCEMENT

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MEDFA CONFERENCE INVESTIGATES NEW HORIZONS WITH FORWARD-LOOKING PROGRAMME

Duty free and travel retail stakeholders developing business in the Middle East and North Africa region are urged to attend the annual Middle East Duty Free Association Conference organised by TFWA which takes place in the Al Bustan Rotana Hotel, Dubai on 23rd and 24th November.

Chaired by Dermot Davitt, Editor of The Moodie Report, the stimulating programme on the theme '**New Horizons: Seeking opportunities out of crisis**' will tackle issues of strategic importance to suppliers, retailers and landlords in the region.

The 2009 MEDFA Conference will be preceded by an Opening Cocktail on Sunday 22nd hosted by Dufry Sharjah which will give delegates a chance to catch up with colleagues.

The opening address will be made by **Anthony Chalhoub**, MEDFA President and it is hoped that **His Highness Sheikh Ahmed bin Saeed Al Maktoum**, Chairman Dubai Airports & Chairman Emirates Airlines will be present to set the tone of the Conference.

In 'New Horizons', **Stephen Cole**, News Broadcaster, Al Jazeera will provide an economic and industry perspective on how the MENA region is faring during the economic downturn. The subject will be developed during the Conference in a two-part video produced by Marshall Arts International providing supplier and retailer perspectives.

Dan Cappell, VP Non-Aeronautical Revenues, Abu Dhabi Airports Company, **Paul Griffiths**, CEO, Dubai Airports Company and **John Sutcliffe**, Managing Director, Aer Rianta International Middle East will be 'Anticipating the future' in a session moderated by **Dermot Davitt**. They will put the focus on the ongoing investments in airport development throughout the region despite the economic slowdown.

René Carayol CEO, Inspired Leaders Network will give a contemporary perspective of how industry stakeholders can emerge stronger from the economic downturn in a presentation entitled '**Hard Truth**'.

He will then chair the following session 'Sustainable partnerships' in which Pedro Castro, Operations Director Spain, Aldeasa, **Atef Khomassi**, Commercial Director, Dufry Sharjah, **Matthew Hodges**, Director Europe, Global Travel Retail, Rémy Cointreau and **Steve Brock**, General Manager International Travel Retail, Cadbury will look at how travel retail in the region can be improved and reveal the plusses and minuses or working closely together.

After a refreshing lunch provided by Traveller Limited, there will be an opportunity to network with fellow delegates before a splendid Gala Dinner hosted by Dubai Duty Free.

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The programme on Tuesday 24th will start with a panel discussion on the tough subject of 'The future of tobacco in duty free' with the regional duty free associations - **Keith Spinks**, Secretary General, ETRC, **Santiago Llauro**, Corporate Affairs & Communication Worldwide Duty Free, JTI, **Sunil Tuli**, President, APTRA – plus **Ramesh Cidambi**, Director of IT and Logistics, Dubai Duty Free in a session moderated by **Doug Newhouse**, Editor, The Travel Retail Business..

'Diverging horizons' will present a review of airline performance in the region, the emergence of the low cost sector and developments within the inflight duty free business in the region. On the panel will be **Adel Ali**, CEO Air Arabia, **Keith Hunter**, Inflight Duty Free Vice President, Qatar Airways, **Selwyn Grimsley**, CEO, Tourvest, and **Rami Madi**, General Manager, Traveller Limited and the moderator will be **Dermot Davitt**.

Nigel Dolby, Dolby Consulting will make a candid critique of what can be done within airports to increase footfall and penetration and also the potential costs of inaction in 'Lost opportunities in airport retailing'.

'Incredible India' with **Manisha Grover**, Chief Commercial Officer, BIAL and **Deepak Talwar**, Chairman, IDFS Tradings (India) will provide an insider view of this high potential but complex market with the moderating influence of **Susan Gray**, Consultant, Airport Commerce & Talent Management.

Diverse perspectives on best practice in travel retailing in the Middle East will be outlined in 'Retailing expertise in duty free' led by **Nilesh Khalkho**, CEO, Sharaf Electronics and **Revic Tantoco**, Merchandising & Marketing Manager, IDFS (Morocco), **Abdel Kader Katamish**, Vice President Duty Free Shops, Egyptair and moderated by **Dermot Davitt**.

The supplier perspective on the same theme will be given by **Phil Humphreys**, Managing Director, Global Travel and Middle East, Diageo who will give delegates some thoughts to take away with them in his closing address before **Anthony Chalhoub** summarises the proceedings and closes the Conference.

Lunch will be hosted by Diageo before an optional Desert Safari for up to 100 people.

The other Platinum sponsors of the 2009 MEDFA Conference are Patron Spirits International, Beiersdorf Nivea, Bahrain Duty Free and Aer Rianta International ME. Gold sponsors are Clarins and Philip Morris; silver sponsors are Abu Dhabi Airports Company and Perfetti van Melle. Other sponsors include Bardinnet Vins, Calvados Boulard, International Duty Free Trading & Agencies, Jack Daniels, Kraft Foods, Nestlé, Pernod Ricard and Sharaf DG. Emirates Airline is the official carrier offering delegates 10% discount. Media partners for the event are DFNI, Frontier, Gulf Africa Duty Free & Travel Retailing, The Decision Makers, The Moodie Report, Travel Retail & Duty Free Markets, Travel Retail Business.

For more details and registration please consult www.tfwa.com.

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