

TFWA ANNOUNCEMENT

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TFWA WORLD EXHIBITION 2009 SUCCESSFUL WEEK IN SPITE OF CHALLENGES

The 25th TFWA World Exhibition closed at midday on Friday 23rd October in the Palais des Festivals, Cannes after five days of intense business negotiations and networking for the duty free and travel retail industry.

A total of 5,013 visitors attended the show, just 13% less than last year, in spite of economic turbulence and the many challenges facing the industry. The total number of companies which sent their executives was 2,517 (-11%) from all corners of the world.

Within those figures, the number of duty free and travel retail operating companies was stable compared to last year although they sent fewer representatives (-9%). The number of landlord companies was down 18%.

Taken together the number of these key visitors (duty free and travel retail operators and landlords) fell by 13% in people and by 4% in companies. If agents are added to the picture, the figures are down 10% in people and 5% fewer companies which is a very good result in the circumstances.

The event opened in bright sunshine on Sunday 18th October with sports and leisure activities in and around Cannes for over 220 people, including golf, tennis, mountain biking, petanque and a cookery masterclass. This was followed on Sunday evening by the glamorous Celebration Welcome Cocktail at the Carlton Hotel attended by almost 1,400 guests with stunning fireworks laid on by the city of Cannes.

A similar number was to turn out in appalling weather conditions on Thursday 22nd for the three-part 25th Anniversary Celebration Evening which consisted of a dinner cocktail in the Riviera Beach, a private concert by Italian rock star Zucchero in the Grand Auditorium, and an after-concert party in The Scene at the Riviera Beach.

Business activities started in earnest on Monday 19th with the TFWA World Exhibition Conference on the theme 'The Challenge of Change: Investing in people and mankind'. Delegates were treated to fascinating presentations packed with information by Erik Juul-Mortensen, TFWA President, Jacques Attali, economist and historian, William P. Lauder, Executive Chairman, The Estée Lauder Companies, and Bob Geldof, humanitarian and singer.

Bright and early on Tuesday morning over 80 delegates attended the Airline Workshop to hear presentations on the theme of 'Personalising the Inflight Shopping Experience' by Clive Humby, Chairman of DunnHumby who presented the theory and Gustav Ljunggren, CEO of Inflight Service Europe AB, who explained how they apply it.

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At the Asia Pacific Workshop on Wednesday morning over 100 early birds caught some fascinating nuggets about the development of duty free and travel retail in Asia Pacific and the value of the TFWA Asia Pacific and GATE ONE2ONE event from Mathieu VanHalst, International Sales Manager TFWA.

Martin Roll, CEO Venture Republic, gave excellent insights to how suppliers should tackle one of the biggest and most dynamic duty free and travel retail markets in the Asia Pacific region in a session entitled 'The Korean Miracle'.

The 463 exhibiting companies at TFWA World Exhibition represented some 3,000 brands from every category supplying duty free and travel retail outlets in airports, airlines, ferries, cruiselines, cross-border and downtown stores all over the world: fragrances & cosmetics (25% of stands), wines & spirits (22%), fashion & accessories (18%), jewellery & watches (12%), confectionery & fine food (11%), gifts and toys, tobacco, electronics and home decoration.

The quality of the exhibition booths was outstanding and the aisles teemed with visitors as the show got underway. Seasoned exhibitors and visitors had packed agendas from the moment the doors opened on Monday morning as visitors tried to pack a week's business into a few days.

TFWA World Exhibition 2009 was also the 25th anniversary of the event and to mark this milestone in the industry's history, TFWA elected to put children at the centre of its celebrations.

At the conclusion of the Conference on Monday 19th October, 26 children from the Cannes Music College gave an emotional rendition of 'Heal the World' on stage in the Palais.

In addition, the association, through its charitable arm TFWA Care, pledged €50,000 to two children's organisations, The Lotus Flower Trust and The Smile Train, as part of a special initiative called 'Heart 2 Art: the TFWA 25th Anniversary Legacy'.

Prints of four individual paintings on the theme 'Dreams really do come true' created by children assisted by these charities in India and Latin America went on sale at TFWA World Exhibition in an effort to raise an additional €50,000 from the industry.

TFWA has been overwhelmed by donations from individuals as well as from companies and associations such as Brown-Forman and MEDFA. Unfortunately, the revenue from sales of the paintings failed to meet the target set, but the pictures will continue to be available in the weeks to come. Details will be communicated shortly.

Further details about TFWA World Exhibition 2009 can be found at www.tfwa.com.

Ends

For further information please contact

TFWA Press Office – Kate Teagle
www.tfwa.com

Tel: +44 1784 434 666
Email: press@tfwa.com

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