

TFWA ANNOUNCEMENT

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TFWA ASIA PACIFIC & GATE ONE2ONE CONFERENCE - A BOLD PROGRAMME TAILORED TO DEMAND

In designing the Conference and Workshops programme for the **TFWA Asia Pacific & Gate ONE2ONE** duty free and travel retail event, which opens in Singapore Suntec on Monday 10th May, TFWA has responded to the demands of participants at the annual event.

The Conference on the theme 'Think Bold, Act Different' [will encourage delegates to think boldly and behave differently to increase penetration and revenues.](#)

In the **Opening Plenary** starting at 09.00 **Erik Juul-Mortensen, President TFWA** will present his state of the industry address and reflect on progress in Asia Pacific in the past year.

Sunil Tuli, President, Asia Pacific Travel Retail Association will look at what the future may hold for duty free and travel retail over the next twelve months across the Asia Pacific region, focussing both on the opportunities and the threats to the sector. He will also touch on some of APTRA's tasks and achievements, underlining the importance of regional associations for the duty free and travel retail industry.

Economic expert **Yuma Hedrick-Wong**, Economic Advisor, Mastercard Worldwide will argue that the centre of gravity of the global economy is shifting to Asia and that such disruption to the norm demands a "Think Bold" approach both by established businesses and those planning to invest in Asia.

Industry keynote **Azran Osman-Rani**, CEO of AirAsia X, a dynamic low cost carrier, will analyse how the aviation industry has been impacted by recession and what the future will look like in the Asia Pacific region as traffic picks up again.

Finally, **Shaun Smith, shaunsmith+co** will review some of the innovative initiatives certain brands have been implementing to get through the tough times and discuss the theory of 'boldness' and 'differentiation'.

A choice of workshops will follow the plenary session with a break for lunch.

By popular demand expressed in last year's delegate evaluation, **Workshop A 'A Tender Success'** will deal with various aspects of the tender and bidding process for retailers and commercial partners in airports as well as the partnership approach suppliers should adopt when negotiating with retailers.

The objectives of the session are to define 'best practice' when submitting bids to airports for commercial concession tenders including what airports are looking for from their commercial partners; to investigate how retailers and suppliers can collaborate better to provide a more innovative proposition to airports; and to establish what retailers are looking for from suppliers to bring value to the retailer's commercial offer.

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The session will begin with the perspectives of two airports from **Huraiz Almur Bin Huraiz**, Chief Commercial Officer, Abu Dhabi Airports Company and **Belinda Ohanoglu**, General Manager Commercial, Mumbai International Airport, followed by the retailer viewpoint from **Jean-Baptiste Morin**, Chief Executive Officer, Aelia and concluding with **John McDonnell**, Chief Operations Officer, The Patrón Spirits Company giving the supplier perspective.

The thirst for knowledge about Asia Pacific passenger demographics and growth potential will be quenched in **Workshop B 'Under the Influence'** looking at [the impact of external factors such as economic and consumer trends on the Asia Pacific travel and tourism industry](#).

John Koldowski, Deputy CEO and Head, Office of Strategic Management, Pacific Asia Travel Association will give an overview of trends, highlight key growth areas in travel and tourism as Asia emerges from crisis and reflect on the coming months. **Peter Harbison**, Executive Chairman, CAPA will focus on success and failure stories for legacy and low cost carrier airlines across the region. **Yuma Hedrick-Wong**, Mastercard Worldwide, will look at the basic passenger spend of outbound travellers in Asia, based on Mastercard data. He will scrutinise the affluent segment in key markets - China, Japan, India, Hong Kong, Singapore, and Australia – and assess their discretionary spending as the most important driver of sales of luxury goods.

Workshop C 'The Fourth Element - Taking the Trinity to the Next Level' will investigate how airlines can be integrated into the trinity business model. [This session will](#) offer a quantified analysis of the potential revenue gains for airports and economies for airlines.

Nigel Dolby, Dolby and Holder Consulting will discuss how the passenger experience can be improved, commercial revenues increased and costs reduced by using measures such as delaying the calls to gates to give more time for shopping. **Carly Wieland**, Managing Consultant, Strategic Energy will focus more broadly on collaborative possibilities between airlines and airports, focussing on issues such as combined destination marketing initiatives, market research and data sharing, combined lobbying and tourism campaigns and a host of other initiatives. **Peter Harbison** of CAPA and **Azran Osman-Rani** of AirAsia X will offer their expert opinions. Other airlines and airports have been invited to contribute their perspectives.

In **Workshop D 'Revolutionising Retail'**, **Amy Hedger**, Senior Consultant, GDR Creative Intelligence will look at retail design trends in airport and domestic environments, the impact of consumer research, the importance of creativity and her vision of the future. **David Holme**, Principal, Woodhead Australia will present concrete case studies of innovative airport design and innovative airport retail design, He will discuss how consumer research carried out by Woodhead with airport passengers has helped define the needs and criteria in designing the respective environments. He will justify such costly new designs by citing consumer research and by demonstrating the impact of the new design on consumer spending. **Lim Peck Hoon**, Commercial Director, Changi Airport Singapore has been invited to provide an example of putting the theory into practice.

In the **Closing Plenary 'Be Bold. Be Different'**, consultant **Shaun Smith** will develop the claim that having [the courage to act differently can have a direct impact on penetration using case studies from within the industry](#). **William Kim**, Vice President Global Travel Retail, Burberry, will explain how Burberry has driven sales through a bold strategy of product innovation, customer experience and distinctive marketing.

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The TFWA Asia Pacific & Gate ONE2ONE Conference and Workshops have the support of Diamond sponsor Qatar Duty Free and Platinum sponsors Ajmal, Changi Airport Singapore and Abu Dhabi Airports Company. Singapore Airlines is the official carrier for the event.

Pre-registration for the TFWA Asia Pacific & Gate ONE2ONE exhibition and conference opens on 2nd March at www.tfwa.com.

Ends

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