

TFWA ANNOUNCEMENT

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MEDFA CONFERENCE 2010 TO FOCUS ON REALITY AND OPPORTUNITY

TFWA and the Middle East Duty Free Association are drawing up detailed plans for the MEDFA Conference which will be staged in the Mena House Oberoi Hotel, Cairo on Sunday 28th and Monday 29th November 2010 with a welcoming cocktail party on Saturday 27th.

Following the meeting of the MEDFA Board on Wednesday 12th May in Singapore, the two associations are pleased to announce the outline programme for the Conference which will take the theme 'Reality and Opportunity'.

A senior dignitary from the Egyptian government will give a keynote speech on travel and tourism opportunities in the country, an area which is experiencing impressive economic growth, and its interaction with the region as a whole.

There will be a session focused on Egyptian duty free and travel retail which now ranks second after United Arab Emirates in the Middle East region.

The picture will then be broadened to encompass other countries in the Middle East and the development of their duty free and travel retail industry, past, present and future.

Suppliers and retailers will present their expert opinions on how premium products should be sold in duty free and travel retail within a region where 80% of retail revenue is derived from 20% of the consumers.

The changing landscape of aviation will be studied, looking at the growth of low cost carriers and the way in which key airlines have adjusted their operational approach to reflect evolving consumer demand.

The application of technology and the latest customer relationship management techniques to the duty free and travel retail business will be explored with case studies from the region and beyond.

And finally there will be an update on issues facing the region currently including the latest on the duty free tobacco ban proposals following the next stage of the FCTC control negotiations which take place in Uruguay in November.

The MEDFA Conference 2010 which will be moderated by Dermot Davitt, Deputy Publisher, The Moodie Report and René Carayol, CEO Inspired Leaders Network will welcome delegates from across the Middle East region and beyond.

Pre-registration and further details at www.tfwa.com. For further information including sponsorship opportunities please contact medfa@emirates.net.ae.

Ends

For further information please contact

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