

## TFWA ANNOUNCEMENT

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### EGYPT IN SPOTLIGHT AT MEDFA CONFERENCE

The Middle East Duty Free Association (MEDFA) and TFWA are finalising the programme for the annual MEDFA Conference which will take place in the historic and prestigious Mena House Oberoi Hotel overlooking the Great Pyramid of Giza in Cairo on 28<sup>th</sup> and 29<sup>th</sup> November 2010.

Duty free and travel retail in Africa and the Middle East is flourishing with growth rates in 2009 of 8.2% and 0.6% respectively, from a relatively low base, against a backdrop of significant contraction in the larger markets of Europe and the Americas and growth of 3.5% in Asia & Oceania, according to Generation.

Under the theme 'Reality and Opportunity' the speakers will examine current performance and challenges in the region and prospects for the future with a special focus on the host nation Egypt and analysis of the trade in Kenya, South Africa and the Middle East region.

Following an opening address by Anthony Chalhoub, MEDFA President, and the keynote address by a high-ranking Egyptian government official, eyes will be turned to the facilities development, new retail concepts and supplier initiatives which are boosting '**Egyptian duty free and travel retail**'. The panel discussion will be led by Nadia Rashad, Deputy General Manager, Cairo Airport Duty Free and eminent speakers from Egyptair, AerRianta ME, International Duty Free (IDF), Cairo International Airport and the Egyptian Holding Company for Airports & Air Navigation.

With huge growth in capacity, the arrival of new super airliners and the rapid growth of low cost airlines in the Middle East, the structure of the region's air transport and airport retail industry is changing radically. In '**Airline development in the region**', aviation analyst David Huttner from Nyra Capital will provide an overview of the Middle East aviation landscape and identify the key movers in the region.

Alan O'Neill, Kara Change Management will assess whether retailers and suppliers are '**Maximising opportunities**' in the region given the projected growth in traffic and its potential impact on sales. Using case studies from both domestic and travel retail, he will illustrate how more proactive engagement can reap tangible rewards.

The ongoing WHO framework convention for banning duty free tobacco sales features on the agenda of the WHO Uruguay meeting in early November and the potential repercussions for duty free and travel retail will be included in a session on '**Current concerns; future solutions**' alongside other issues currently affecting the industry. A financial analyst will join other speakers to assess why currency fluctuations are a constant concern to travel and retail stakeholders.

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Michael Barrett, TFWA Conference and Research Manager, will present an overview of the **'Middle East Industry – past, present & future'** with analysis of where future opportunities will lie, given airline development, economic growth, infrastructure investment and industry initiatives.

Integrating airport information systems with retailer POS systems, RFID tagging of passenger boarding and sophisticated new customer loyalty cards are some of the topics which will be included in **'Tomorrow's technology today'** which will be led by Christina Cassotis, SH&E Vice President, Leader Airport Services.

With the FIFA World Cup staged in South Africa this year, it is no surprise that half year growth rates increased from 4.5% in 2009 to over 24% in the first six months of 2010. **'Regional focus: Destination Africa'** will reveal how operators in South Africa handled the influx of international arrivals and how they plan to maintain sales growth in the post-World Cup era. Kenya, Africa's second largest international hub, will also feature in this session which will be led by, among others, Selwyn Grimsley, Managing Director, Tourvest Duty Free.

In the final session, **'Building the duty free brand in the Middle East'**, René Carayol, CEO, Inspired Leaders Network will explore some of the secrets behind the recent success of duty free and travel retail in the region and assess the implications for the future.

There will be ample opportunity to network and socialise during the two day conference starting with the Opening Cocktail on Saturday 27<sup>th</sup> sponsored by Dufry Sharjah, coffee breaks sponsored by IDF and Nestlé, luncheons sponsored by Cairo Airport Duty Free / Traveller Ltd and by Egypt Air Duty Free, and a Gala Dinner on Sunday 28<sup>th</sup> sponsored by IDF. Additional Platinum sponsors of the event are Dubai Duty Free and Davidoff.

The 2010 MEDFA Conference will be moderated by René Carayol and Dermot Davitt, Editor, The Moodie Report.

Last year's MEDFA Conference was attended by over 400 delegates from the Middle East and across the world. Pre-registration for 2010 opens in mid-September at [www.tfwa.com](http://www.tfwa.com).

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