

TFWA ANNOUNCEMENT

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SUCCESSFUL CONCLUSION TO TFWA WORLD EXHIBITION

Warm sunshine bathed the town of Cannes on the French Cote d'Azur almost throughout the week-long TFWA World Exhibition duty free and travel retail trade show which closed today (23 September) in the Palais des Festivals et des Congres.

The fine weather contributed to the very positive mood that prevailed throughout the show as visitors flocked in from all over the world to see the latest products exhibited by 457 exhibiting companies of which 37 were new to the show or returning after an absence.

A total of 5868 trade delegates participated in the exhibition and conference event, up 9% from last year, from 2737 companies (+6%). This compares with a final figure of 5398 people from 2570 companies last year. Of that total 1818 (+15%) were key duty free operators and retailers from 548 companies (+9%).

The most significant areas of growth were in delegations from Asia at +15% and Europe +11% with +13% from Africa, +4% from the Americas and a drop of -6% from the Middle East and -12% from Oceania.

This event, the 27th TFWA World Exhibition on the theme 'A Brand New World', got off to a damp start with a range of leisure activities on Sunday 18th which were affected by heavy rain. Golf, jogging, hiking, pétanque, and - new this year - beach volleyball, a perfume workshop and a wine tasting experience gave over 225 delegates a relaxed and enjoyable start to the week.

That evening at the rather windswept Opening Cocktail on the terrace of the Palm Beach 1,380 people caught up with friends and acquaintances old and new. Fabulous fireworks lit the event courtesy of the City of Cannes.

The Conference on Monday 19th was attended by 888 people – a record attendance and a lucky number in China - attracted by the excellent speakers: Kofi Annan, former Secretary General of the UN, Michele Norsa, CEO Salvatore Ferragamo, Stephane Garelli, Professor at the International Institute for Management Development and Erik Juul-Mortensen, TFWA President.

At least 160 delegates were given a stimulating and informative briefing on three diverse channels at the Airline, Cruise and Ferry Workshop on Tuesday 20th by Magnus Ehrenberg, Chief Executive of Ehrenberg Kommunikation, Trevor Moore, Buying & Merchandising Director of Harding Brothers, Raphael Bejar, CEO Airsavings and Pierre Freyssinet, CEO Uleo Holding.

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The Asia Pacific Workshop on Wednesday, 21st focused on 'Emerging Asia'. Around 200 delegates were given a rousing briefing on these dynamic markets by Marion Buttler, Regional Director Europe of the Pacific Asia Travel Association. Sunil Tuli, President Asia Pacific Travel Retail Association, Peter Mohn, Partner m1nd-set and Mathieu Vanhalst, International Sales Manager, TFWA.

The Scene private after-hours venue staged special celebrations on Wednesday to mark its 10th anniversary including a huge birthday cake made from confectionery. On Thursday evening the White Cats performed live before a packed audience of show delegates.

However the social highlight of the week was Le Premium Evening on Thursday 22nd at the Palm Beach with a premium seated dinner for 900 guests and a thrilling private concert by famous singer-songwriter James Blunt in stunning surroundings.

Next year TFWA World Exhibition will take place from 21st to 26th October in Cannes. Before then members of the duty free and travel retail community will assemble at the MEDFA Conference on 21st and 22nd November in Dubai and at TFWA Asia Pacific & GATE ONE2ONE 13th to 17th May in Singapore.

For further details please consult www.tfwa.com

Ends

For further information please contact

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