

TFWA ANNOUNCEMENT

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TFWA STRATEGY REVIEW ON TRACK

On the occasion of the TFWA Management Committee March meeting in London the members discussed the progress of the ongoing Strategy Review.

Since the launch of the review in January, face-to-face interviews have been conducted by independent researchers EMG with a large number of TFWA members and representatives of other stakeholders including retailers, landlords and members of the press.

In addition, an open questionnaire was sent to all TFWA members giving them the opportunity to express their views and the research company is now compiling a detailed report of their findings.

The next step will be a number of working sessions including Management Committee members to identify priority issues and draft a mid- to long-term Strategic Plan that will be presented and discussed at the TFWA Management Committee meeting in June.

The project is being managed by Alain Maingreud, Managing Director, under the supervision of the President Erik Juul-Mortensen and the TFWA Board.

Erik Juul-Mortensen: "The review of the strategy has clearly been very well received by our members and the wider industry, and the responses have been thoughtful and very detailed. We are grateful to all those who have contributed their views to this process."

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