

PRESS ANNOUNCEMENT

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TFWA World Exhibition & Conference offers something for everyone as action-packed social events line-up is announced

There will be plenty of opportunities for delegates to meet new friends and cement established business relationships during this year's extensive social events and leisure activities programme in Cannes.

As one of the most popular events in the duty free and travel retail calendar, the Opening Cocktail, at Carlton Beach at 7.30pm on Sunday, eases delegates into the week ahead, giving them the chance to network with old friends and new acquaintances in an idyllic beach setting. To end this special evening, delegates will be treated to a firework display over the bay, generously provided by the city of Cannes.

The ideal place to unwind following a busy day is The Scene, set in a laid-back beach location with expert DJs providing after-hours fun every night from Monday to Thursday. We would like to thank all our sponsors of The Scene.

The grand finale to the week will be Le Premium Evening, a glamorous black tie event held at Port Canto on Thursday evening. Here delegates will be able to enjoy first class musical entertainment from internationally renowned singer and impressionist Véronic DiCaire after a sumptuous gala dinner, which will begin at 8.00pm.

Kicking off the week's leisure activities programme on Sunday is the Golf Tournament held in partnership with Estée Lauder at the Cannes Mandelieu Golf Club. Coaches for registered participants to this highly popular event will run from the Majestic Hotel from 7.30am. TFWA would like to thank Valrhona for sponsoring polo shirts, golf caps and breakfast for the Golf Tournament, Eden Park for sponsoring the course flag and Moroccanoil, Pouchet and Kremlin Award Grand Premium Vodka for sponsoring the lunch buffet.

For those who enjoy an even more energetic start to their Sunday, there is a charity run along Cannes' famous Croisette at 8.30am, beginning in front of the Carlton Hotel. Spectators and supporters are always welcome and all proceeds will go to SAMU Social of Cannes, a charity that helps the homeless.

Back by popular demand, the Regatta, sponsored by Paul & Shark, will once again take place in the Bay of Cannes at 8.30am. Participants must decide on strategy and tactics as they race and will enjoy an on-board picnic lunch and post-race swim (weather permitting).

After a highly successful introduction last year, delegates can once again prepare body and mind for the coming week with an hour of yoga on Sunday morning at the Majestic Hotel jetty at 9.30am, kindly sponsored by Rituals.

Sunday morning's Pétanque Tournament at 9.30am moves to a new venue this year. Delegates will be able to battle in the sand at Allée de la Liberté Charles de Gaulle, just in front of the Palais des Festivals, before enjoying a post-match lunch at the Grand Café.

"We are delighted to be able to offer such a varied calendar of social events this year at TFWA World Exhibition & Conference," said Erik Juul-Mortensen, president of TFWA. "These are always highly popular and we are looking forward to meeting newcomers as well as seeing well-known faces."

To mark the addition of TFWA DIGITAL VILLAGE to this year's programme, an Opening Cocktail will be held at Cannes' Majestic Hotel on the evening of Tuesday 3rd October at 7.30pm.

Pre-registration is open at www.tfwa.com until 7th September. The TFWA World Exhibition & Conference will be taking place at the Palais des Festival, Cannes, between 1st and 6th October 2017. For all those attending TFWA World Exhibition & Conference and TFWA DIGITAL VILLAGE who wish to attend the TFWA social events and leisure activities, please register on the TFWA website.

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For further information please contact:

TFWA press office/Templemere PR

Email: tfwapress@tfwa.com

Tel: +44 (0)1306 735574

www.tfwa.com