

## TFWA ANNOUNCEMENT

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### STAGE IS SET FOR TFWA WORLD EXHIBITION

Stand layouts are finalised, designers are signing off their creations, samples are en route and speakers are polishing their keynote presentations. The stage is set for the annual forum of the duty free and travel retail industry, TFWA World Exhibition, which opens in the Palais des Festivals et des Congrès in Cannes, France on Monday 22<sup>nd</sup> October.

TFWA World Exhibition will open at 11.00 to reveal **443 exhibiting companies\***, including many of the most prestigious companies in the world. This year 26% are **fragrances & cosmetics** companies including newcomers Juicy Couture (Liz Claiborne), Annayake and Maurer & Wirtz perfumes. **Wine & spirits** exhibitors (24%) include debutants The Patron Spirits Company, Champagne Taittinger and Soyuz Victan. **Fashion & accessories** (17%) newcomers include Hello Kitty, Furla and Fabeks Silk & Cashmere. Le Jacquard Français joins Lladro in **home decoration** and a new **tobacco** exhibitor Menendez Amerino joins the 'big boys' (5%). Majorica and Reflecta join the **jewellery & watch** suppliers (12%); new **confectionery & fine food** exhibitors (10%) include Duc D'O, Caviar Petrossian and Café Tasse; Nici and History & Heraldry join the **gift & toys** category (4%).

Setting the scene before the exhibition opens, the **TFWA World Exhibition Conference** on Monday 22<sup>nd</sup> at 09.00 takes a tough line. TFWA President **Erik Juul-Mortensen** will summarise how the industry stands as it celebrates its 60<sup>th</sup> anniversary. ETRC President **Frank O'Connell** will follow with a wake-up call to the industry and an update on the campaign to find solutions to the current situation regarding onboard carriage of liquids and gels.

**Neil Armstrong**, former astronaut and first man on the moon, experienced traveller and intrepid explorer, will present his perceptions of the way forward for civil aviation. Retail guru **Mary Portas**, dubbed TV's 'Mary Queen of Shops', will then apply her down to earth experience to the duty free and travel retail arena.

There will be two workshops during the week focused on areas of special interest to certain delegates: the **Airline Workshop** on Tuesday morning and the **TFWA Asia Pacific Breakfast Workshop** on Wednesday.

A full social programme is also being staged. Prior to the show on the morning of Sunday 21<sup>st</sup> delegates can choose from a selection of sports to help them relax before the busy week. New this year is an exhilarating **mountain bike ride** through the picturesque Forêt Domaniale de l'Estérel or delegates may opt for the 21<sup>st</sup> Boss / Heinemann Travel Value Golf **Tournament** played simultaneously at the Mandelieu Old Course and the Riviera Golf Club or the **Tennis Tournament** at the prestigious Club Sportif de Montfleury. For those who favour a local pursuit there is the **Pétanque Tournament** at the Place de l'Etang. Finally, at 16.00 there will be a **Rugby Sevens Tournament** at Stade des Hespérides.

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On Sunday evening there will be an **Opening Cocktail** in the Palm Beach to welcome delegates and hundreds of fortunate participants will enjoy **Le Premium Evening** on Thursday 25<sup>th</sup>. **The Scene** private nightclub takes an 'angels and demons' theme this year with live bands and plenty of lively dancing on Monday through Thursday evenings.

TFWA World Exhibition is the biggest and most important event for the industry and as always TFWA has attended to every detail from limousine rental to baby-sitting, from secretarial services to helicopter transfers, from shuttles to souvenir photos. The stage awaits its players.

Full details of the TFWA World Exhibition programme, the Conference and Workshop speakers, and the Sports and Social Events can be found at [www.tfwa.com](http://www.tfwa.com).

Ends

\* **Note:** An 'exhibiting company' may be a corporate group with several major brands exhibiting under one banner; in a few cases it is a company which is sharing the stand of a separate company; a company which occupies several stands will be counted as only one exhibiting company.

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