

## TFWA ANNOUNCEMENT

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### TFWA ASIA PACIFIC AND GATE ONE2ONE EVENT PRESENTS EXCELLENT NETWORKING OPPORTUNITIES

The wide-ranging programme of the **TFWA Asia Pacific & Gate ONE2ONE conference** on Monday 12<sup>th</sup> May offers all stakeholders in the international travel industry - brands, airports, airlines, cruise and ferry companies, duty free and travel retail operators and other commercial partners - an excellent opportunity to update and do business in just one well-planned day.

Pre-empting the 2008 TFWA Asia Pacific exhibition, which opens the next day, and themed 'Collaboration and The Consumer: strategies for success in Asia Pacific', the conference day in the Suntec Singapore is structured in such a way that delegates will be able to choose workshop options to suit their particular interests and will have plenty of chances to network. Approximately 500 attendees are expected.

**Erik Juul-Mortensen**, TFWA President will open the plenary session with his overview of the duty free and travel industry in the Asia Pacific region.

'Successful branding in Asia' will be the subject of the keynote address by **Martin Roll**, CEO Venture Republic, who will offer his expert perspective on an issue which is vital to all stakeholders, whether suppliers, landlords, retailers or other commercial partners.

Delegates will then be able to choose from a selection of **eight specialist workshops\*\*** including groundbreaking research on consumer behaviour in airports; high level debate on airport architecture with T5 architects; insight to incremental revenue opportunities from the founder of the 1to1® CRM concept; detailed market analysis in Japan; advice on cross culture branding in Asia; assessment of the impact of low cost carriers on retail; analysis of tourism and travel trends in Asia Pacific; and balancing the budget of international airports.

The event, which has already attracted sponsors Singapore Changi Airport and travel catering company SSP, has been designed to appeal to key decision makers - CEOs, marketing directors, commercial directors, export managers, duty free & travel retail directors, category managers and key buyers, shops developers - from air and sea transport companies, airport owners, operators, retailers, luxury brands, their distributors and agents.

The conference will be followed by the **TFWA Asia Pacific duty free and travel retail exhibition** (13<sup>th</sup>-15<sup>th</sup> May) in Suntec Singapore during which the networking continues.

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In addition to coffee breaks, lunches, sporting and social events, including a Cocktail Soiree in the AP Bar after the conference, TFWA will lay on a **new working facility** for conference participants to meet in private suites within the exhibition. The **ONE2ONE Lounge** will welcome stakeholders throughout the week who wish to meet with key decision makers from major Asia Pacific airports.

**Online pre-registration** opens 4<sup>th</sup> March and continues to 16<sup>th</sup> April.

Early conference registration (before 1<sup>st</sup> April) is a pre-requisite for Lounge use; only exhibiting brands, airport concession operators (retailer, F&B, advertising) and airlines are eligible to apply for the ONE2ONE pre-scheduled meetings.

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## **\*\* TFWA ASIA PACIFIC & GATE ONE2ONE CONFERENCE WORKSHOPS**

Delegates are invited to choose one workshop from each of three sessions. The workshops in each of the sessions will run concurrently and each will have capacity for 150 on a first come first served basis. Further details and timings: [www.tfwa.com](http://www.tfwa.com).

### **Session One**

**A – Assessing customer needs in the airport environment** led by **Noel Toolan**, Chief Marketing Officer, SSP and **Dr Ian Cesa**, President, Horizon Research Corporation. Ground breaking research into consumer behaviour and motivations in airports which will inform airport planning of retail and food & beverage outlets to best serve the consumer and optimise revenue opportunities.

**B – Tourism and travel trends in Asia Pacific – cruise, ferry and airline development** led by **Oliver Martin**, Associate Director, Strategic Intelligence Centre, Pacific Asia Travel Association (PATA) and **Peter Harbison**, Executive Chairman, CAPA.

### **Session Two**

**C – Simple strategies for increasing commercial revenues: targeting the airport consumer through 1to1® CRM** presented by **Don Peppers**, Founding Partner, Peppers & Rogers Group. A well-argued case for targeted 1to1® marketing in all areas of airport commercial revenues with case studies of CRM business models, data collection techniques, the projected costs and the return on investment.

**D – TFWA Consumer research – Japanese outbound travellers and future research projects** presented by **Masato Takamatsu**, Director & Vice President, JTM and **Dr Ian Cesa**, President, Horizon Research Corporation. Final results of the outbound Japanese traveller research followed by an insight into future research projects.

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**E – Airport revenue strategies - balancing aeronautical, commercial and investment revenues** led by **Kwang Soo Lee**, Director of Retail Marketing Group, Incheon International Airport Corp, **Doug Benham**, Associate Director, Macquarie Airports and **Lim Peck Hoon**, Commercial Director, Civil Aviation Authority Singapore (CAAS). The diverse range of commercial revenue streams will be highlighted such as retail, catering & advertising, but also parking, banking and leisure services as well as off-airport revenue streams such as real estate and property management.

### **Session Three**

**F – Terminal design – The role of the architect. Who should plan commercial space?** Interactive panel session with: **Frank Gray**, Managing Director, CPI (moderator); **Alan Lamond**, Partner, Pascall + Watson, **Ibrahim Ibrahim**, Managing Director, Portland, **Eric Peterson**, Principal, Architectural Alliance International, **Lye Teck Tan**, Senior Director (Airport Management) CAAS and Robert Evans, General Manager Commercial, Cairns International Airport.

**G – Consumer insight: successful cross-culture branding in Asia.** Keynote speaker **Martin Roll**, CEO Venture Republic leads a discussion of how cultural values influence customers' expectations and ultimately buying decisions making market segmentation fundamental to successful business in Asia.

### **H – The evolution of the Low Cost Carrier market in Asia Pacific.**

**Andrew Miller**, Chief Executive Officer, CAPA Consulting and **Peter Harbison**, Executive Chairman, CAPA direct a workshop looking at the past present and future of low cost carriers and the impact these trends will have on travel retail and other airport commercial activities.

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### **For further information please contact**

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