

**Erik Juul-Mortensen**  
**President, TFWA**

Erik Juul-Mortensen is President, Maxxium Global Travel Retail. He is also President of Tax Free World Association. Erik has served the industry with distinction since joining Danish Distillers in 1987 as Vice-President of the newly-established export and duty free division, later being promoted to Senior Vice-President and Export Director and in 1996 International Director. Following the acquisition in December 1999 of Danish Distillers by V&S Vin & Sprit, he transferred to the newly created Stockholm-based V&S International Brands as Senior Vice President and Commercial Director. He assumed his current role in October 2001.

He has been a member of the Management Committee of Tax Free World Association since 1985 and was Vice-President from 1986 to 1997.