

The Middle East Duty Free Conference

3-4 December 2003

Al Bustan Rotana Hotel, Dubai

Programme

2 December 2003

Welcoming Cocktail hosted by Dufry (Al Bustan Poolside)

3 December 2003

08:30 Pre-Conference Coffee

09:00 Official Welcome

HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman of Dubai Dept. of Civil Aviation and President of Emirates Group. *Introduced by Colm McLoughlin, Managing Director, Dubai Duty Free*

09:10 "State of the Regional Industry Address"

Mohamed Mounib, MEDFA President

"MEDFA Within the Global Industry"

Erik Juul-Mortensen, TFWA President

09:30 Keynote Address: "The Lessons of Crisis"

James Hogan, President/CEO, Gulf Air

10:00 "Around the Region – Part One"

Exclusive filmed documentary of the growing pan-Middle East duty-free market, shown in two parts over the conference. Includes first-ever video footage of some of the region's latest retail developments.

10:20 "The Year in Review"

An interactive moderated audience discussion looking back on 2003, focusing on how the region reacted to and recovered from the Iraq war; how business and leisure traffic were affected; and evaluating the lessons for future crises. Exclusive year-to-date performance figures will be examined.

11:00 Coffee Break hosted by Nestle

11:30 "Promotional Innovation and Execution"

The Middle East region has a reputation of innovation in promotions. Retailers will discuss the role of training and staff awareness and each party to present a campaign that showed innovation, the promotional evaluation and results versus objectives. Speakers: Dan Cappell, Deputy Managing Director, Abu Dhabi Duty Free; Jan Baljet, Dufry Middle East & Asia Pacific Retail Director; John Sime, Duty Free Manager, Emirates; George Horan, General Manager, Dubai Duty Free

12:15 Market Focus: Tunisia

The focus broadens to North African and a market with a healthy tourism infrastructure and fast-developing travel retail sectors.

Antoine d'Oiron, Dufry, Chief Operating Officer, Western Europe and Africa;

Tarek Yassine Hamila, Director, Société Hamila pour le Commerce et l'Industrie

12:45 Raffle Draw and Concluding Remarks

12:55 Close

13:00 Luncheon hosted by Tax Free World Association (Al Bustan Hotel Poolside)

19:30 Gala Dinner sponsored by Dubai Duty Free (Aviation Club)

4 December 2003

08:30 Pre-Conference Coffee

09:00 Raffle Drawing

09.05 "Around the Region – Part Two"

Exclusive filmed documentary of the growing pan-Middle East duty-free market, shown in two parts over the conference. Includes first-ever video footage of some of the region's latest retail developments.

09:25 "The Future of Middle East Tourism"

Tourism is a key driver of travel retail business. What are the prospects for growing tourism in the historic Middle East region?

Speaker: Sarah Antoniou, Editor, Travel Trade Gazette (TTG) Middle East & North Africa

09.45 "Excellence in Human Resources"

Why staff matter. Getting the best out of them.

Speakers: Colin Reynolds, Training Manager, Abu Dhabi Duty Free; Christine Martin, Managing Director, Travel Retail Training

10.15 "Promoting the Arab World In-store: Destination Merchandise at its Best"

What are Middle Eastern duty free retailers doing to promote their own region and its own unique products? Case studies from two of the region's most dynamic retailers.

Presenters: Gerry Crawford, General Manager, Beirut Duty Free, Phoenicia Aer Rianta Company (PAC); Pedro Castro, Chief Executive Officer, Aldeasa Jordan; Naheed Anees, Director Fine Jewellery, ARY Group of Companies

11:00 Coffee Break hosted by Nestle

11.30 "Four key Categories"

Four of the region's leading suppliers address the performance and future of four different categories: liquor/tobacco; fragrances/cosmetics; gifts/luxury goods; and food & confectionery. Short presentations plus questions to be supplied by a panel of the region's leading retailers.

Speakers:

Juergen Jost, Travel Retail Director, P&G Prestige Beaute

Geoff Biggs, Diageo General Manager Dubai Hub Duty Free and Gulf Domestic markets

Stuart Bull, International Consultant, Masterfoods International Travel Retail

12:45 "The Last Word"

MEDFA President, TFWA CEO, and a leading supplier and retailer join in an overall evaluation of the conference's themes and the regional industry's direction.

13:15 Final Raffle Draw

13:20 Close