

The Middle East Duty Free Conference

Al Bustan Rotana Hotel, Dubai

14-15 December 2002

Dubai Duty Free Golf World Cup

16 December 2002 (All conference sessions held in Rashidiya Ballroom B)

08:30 Official Welcome

HH Sheikh Ahmed bin Saeed Al Maktoum, Chairman of Dubai Department of Civil Aviation and President of Emirates Group

08:35 “State of the Regional Industry Address”

John Sutcliffe, MEDFA President

MEDFA Within the Global Industry

Erik Juul-Mortensen, TFWA President

09:00 Keynote Address--International

Gerard Collins, Irish Euro MP and Former Irish Minister of Foreign Affairs

09:30 “A Region in Change”

Filmed interviews with leading identities from the region and footage of some of the region’s leading duty-free stores

09:50 Keynote address—Middle East

Mohammed Ali Alabbar, Director General, Dubai Dept. of Economic Development

10:15 Coffee Break hosted by Nestle (Rashidiya Foyer)

10:45 “Facing the Issues”

A panel of leading regional industry figures responds to questions solicited from the industry and the audience and reflects on issues raised in the video.

Mohammed Mounib, Managing Director, Abu Dhabi Airport Duty Free; John Boland, Business Development Director, Aer Rianta International-Middle East; Colm McLoughlin, Managing Director, Dubai Duty Free; Anthony Chalhoub, Managing Director, Habchi & Chalhoub; Keith Spinks, Director General, International Travel Retail Confederation

11:25 Regional Case Studies: The Lebanon and Egypt

Filmed interviews with retailers from the area

11:40 A Debate: “The Consumer is Ignored in Duty Free”

Two teams drawn from the trade press and industry participate in a provocative, no-holds-barred debate. The audience will judge.

Dermot Davitt, Editor-in-Chief, DFNI, and Dan Cappell, Deputy Managing Director, Abu Dhabi Airport Duty Free, lead the affirmative; Deborah Sidey, Editor, Frontier, and James Clarke, Marketing Director, Pernod Ricard World Trade, lead the negative

- 12:20** **Emergent Markets: “Fulfilling India’s Vast Potential”**
Paul Topping, Managing Director Asia/Middle East, Alpha Retail
- 13:00** **Lunch hosted by Habchi & Chalhoub**
- 15:00** **Networking through the afternoon**
- 16:30** **MEDFA General Meeting** (Meeting Plus, lobby level)
- 20:30** **Dinner hosted by Dubai Duty Free**
Transportation to the Dubai Aviation Club leaves Al Bustan Hotel at 20:15.

17 December 2002 (All conference sessions held in Rashidiya Ballroom B)

- 08:30** **Overview of the previous day’s presentations and themes**
Martin Moodie, Managing Director, Moodie International
- 08:35** **Consumer Research: “The GCC’s Youth Market for Luxury Brands and Designer Labels”**
Highlights from this recent research show trends in tastes and purchasing of luxury goods amongst GCC youth.
Jonathan Barlow, Editor, Travel Retail Markets—Middle East/Africa and Asia/Pacific; Doa'a Tahboub, GCC Marketing & Research Analyst
- 09:15** **“Confectionery: A Regional Success Story and Role Model for Other Categories?”**
Panel discussion, featuring Mark Fletcher, Travel Retail Manager Europe/Middle East, Cadbury; Stuart Bull, Consultant, Masterfoods Int’l Travel Retail; Stewart Dryburgh, General Manager, Nestlé Int’l Travel Retail; Attilio Capuano, Head of Worldwide Travel Retail, Ferrero.
With audience Q&A.
- 10:00** **“Getting Inflight Sales Right”**
John Sime, Manager Duty Free Sales, Emirates Airlines
- 10:30** **Coffee break hosted by Nestle**
- 11:00** **“The Sydney Airport Experience”**
Bob McFadyen, Head of Retail, Sydney Airport
- 11:25** **“Analysing the Saudi Airport and Duty-free Market”**
Shawgi Mushtag, General Manager System Skysales, Saudi Arabian Airlines; Patrick Chalhoub, General Manager, Chalhoub Group.
With audience Q&A.
- 12:15** **“The Future Vision”**
In an exclusive filmed interview, Dubai’s Chairman of Civil Aviation and President of Emirates Group, HH Sheikh Ahmed bin Saeed Al Maktoum, talks frankly about his bold vision for the future of travel and tourism
- 12:30** **“Where is the Middle East Headed?”**

Reflections of the past two days featuring panelists, moderators, MEDFA president and TFWA ceo

13:00 Lunch hosted by Weitnauer Tuxedo Sharjah Duty Free (including the Grand Raffle drawing)

15:00 Networking through the afternoon

27 November 2002