

PRESS ANNOUNCEMENT**FOR IMMEDIATE PUBLICATION**
8th February 2016**Diverse programme of speakers share insight at TFWA China's Century Conference**

TFWA has revealed a thought provoking programme featuring industry leading speakers for the third TFWA China's Century Conference, held in partnership with APTRA and officially hosted by Guangzhou Baiyun International Airport Co.

The TFWA China's Century Conference will be held from 7th to 9th March 2017 in Guangzhou at the prestigious Four Seasons Hotel.

Following welcoming addresses from TFWA president Erik Juul-Mortensen and APTRA president Jaya Singh, some of the most influential figures from China's duty free and travel retail sector will share their thoughts and experiences of this fast changing and important market. These include senior figures from major operators such as China Duty Free Group president Charles Chen, DFS chairman and CEO Philippe Schaus, Lagardère Travel Retail Asia Pacific COO Emmanuel de Place, King Power Group (Hong Kong) managing director Sunil Tuli, Bally CEO Frédéric de Narp and Guo Zhiqiang, chief marketing officer of China Southern Airlines Company Ltd.

A significant number of China's leading airports will also be attending, including Beijing, Shanghai, Chongqing, Hangzhou, Xi'an, Xiamen, Liaoning, Qingdao, Yichang and Zhejiang, as well as host airport itself, Guangzhou Baiyun International Airport. Airports from other cities include Incheon, Amsterdam and Sydney.

There will be speeches from experts on the Chinese retail environment and its consumers, which will explore the key emerging trends and the impact of new technology. These will include Chinese entrepreneurs, authors and academics such as Helen Wang, author, consultant and founder of The Helen Wang Group, Dr Edward Tse, founder and CEO of Gao Feng Advisory Company and Alvin Wang Graylin, one of China's serial entrepreneurs.

TFWA will also be shining a spotlight on the burgeoning Chinese cruise market in a session led by Michael Feely, vice president of research company Horizon Consumer Science and Starboard Cruise Services vice president and general manager Asia, Emily Wong.

TFWA's ONE2ONE meeting service, which facilitates meetings between the industry's airports, concessionaires and brands, ensures that the business continues outside the conference sessions, while a comprehensive social events programme will enable delegates to take advantage of less formal networking opportunities. The event will commence on day one with an elegant opening cocktail at the impressive W Hotel Guangzhou, the first W hotel in mainland China. On the second evening, delegates can enjoy a lavish gala dinner in the spectacular Onyx Ballroom at the Four Seasons Hotel.

Official sponsors of the event include platinum sponsors Lagardère Travel Retail, China Duty Free Group and Interparfums. Other sponsors are DFS Group for the gala dinner on Wednesday, Furla and Incheon Airport for the lunches on Wednesday and Thursday respectively. Mondelez and Harison will sponsor the morning networking coffee breaks on Wednesday and Thursday respectively. In addition, Guangzhou Feisun will sponsor portfolios, Travalo, KT International and APTRA the delegate gifts, and Al Mazaya will sponsor the cocktail reception. Lacoste will be sponsoring the hostess uniforms and Coccinelle the lanyards. Bally is a silver sponsor.

The five-star Four Seasons Hotel will offer a preferential rate for delegates of TFWA China's Century Conference. Pre-registration for the event has been extended until 15th February. Further details on all aspects of the show, including TFWA's ONE2ONE meeting service, hotel accommodation and business visa applications, can be found at www.tfwa.com.

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