

**ASIA PACIFIC
EXHIBITION &
CONFERENCE**

THE DUTY FREE & TRAVEL RETAIL ASIA PACIFIC SUMMIT

PRESS ANNOUNCEMENT

FOR IMMEDIATE PUBLICATION

13th April 2016**Latest digital technologies enhance the visitor experience at this year's
TFWA Asia Pacific Exhibition & Conference**

TFWA is launching a suite of sophisticated digital tools for exhibitors and visitors at the TFWA Asia Pacific Exhibition & Conference.

In an updated format, the TFWA web app is compatible with any mobile device and provides users with instant access to exhibitor details, stand locations and news updates, as well as answers to a raft of essential questions – from the timetables for the shuttle buses to the start times of the social events. The app can be accessed at app.tfw.com.

The handy online Exhibition Directory makes a return to TFWA Asia Pacific Exhibition & Conference in 2016. The web catalogue is crammed with all the necessary details on each and every exhibitor, including full contact information and listings of the products they will be showcasing. New for 2016 is a sophisticated browse function, allowing visitors to search for the people they want to meet and the products they want to see. All this information can then be collated and printed at the touch of a button for easy reference throughout the exhibition.

Already highly popular with visitors and exhibitors, the TFWA Product Showcase is a useful web-based tool that contains everything they need to know about the must-see products, exclusive launches, and all the hot news announced at the show. Constantly updated and easy-to-search, the showcase is clearly organised by category. One click takes the user to a snapshot of each product and its maker, stand locations and contact details as well as links to press releases and external websites. At the show, hi-tech touchscreens make navigating the exhibition simple.

Commenting on the digital tools at this year's show, Carla Guiducci, TFWA vice

president, marketing said; 'Our suite of digital tools will help to create the ideal environment for doing business, sharing knowledge and of course networking. They will help all who are headed for Singapore this year to make the very most of what we hope will be an action-packed yet highly productive event. And for those who will be sharing their experiences and photos on Twitter during the week, don't forget to tweet us @TFWAnews.'

The TFWA Asia Pacific Exhibition & Conference will run from 8th to 12th May 2016 at the Marina Bay Sands Expo and Convention Centre, in Singapore. More information can be found at www.tfwa.com.

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