

**CHINA'S  
CENTURY  
CONFERENCE**

THE PREMIER DUTY FREE &amp; TRAVEL RETAIL EVENT IN CHINA

**PRESS ANNOUNCEMENT**FOR IMMEDIATE PUBLICATION  
8<sup>th</sup> April 2017**TFWA China's Century Conference 2017 to be held in Guangzhou in March**

TFWA has announced that the third TFWA China's Century Conference will take place from 7<sup>th</sup> to 9<sup>th</sup> March 2017 in Guangzhou. The conference will be held at the prestigious Four Seasons Hotel, Guangzhou, and the Official Host of the event will be Guangzhou Baiyun International Airport Co.

Erik Juul-Mortensen, president TFWA said; "TFWA China's Century Conference is an essential diary date for anyone interested in the considerable commercial opportunities the Chinese market presents, as well as all those who want to gain a deeper understanding of the Chinese traveller both at home and outside China."

The stunning city of Guangzhou is the third largest city in China and has played a pivotal role in the country's economic development. Its Central Business District, where the event will be located, underwent a major renovation in preparation for the Asian Games of 2010. The city now boasts a rapidly developing international airport, which is home to China Southern Airlines, and connects Guangzhou to the rest of China, Europe, Asia Pacific and beyond.

A spokesperson from Guangzhou Baiyun International Airport Co said; "Guangzhou Baiyun International Airport Co is delighted to be the Official Host for next year's TFWA China's Century Conference. As the premier event for the duty free and travel retail industry in China, the conference brings together all the major companies involved in the market, and we believe Guangzhou is the perfect venue for such a gathering. Our city is one of the historic centres of trade in China and is attracting increasing numbers of business and leisure travellers, partly thanks to the efforts we are making to develop Guangzhou Baiyun as an international hub airport. We are confident this conference will be a big success and we look forward to welcoming delegates to our airport and to this vibrant city."

The Four Seasons, one of the finest hotels in the city, is located in the centre of Guangzhou's bustling Central Business District, a short stroll from the iconic landmark Canton Tower. Occupying the top third of the 103-storey Guangzhou International Finance Center, which is one of the world's tallest skyscrapers, it can truly claim to offer visitors 'a room with a view'.

The first TFWA China's Century Conference took place in 2013 in Beijing. The second conference, which was held in Shanghai in 2015, welcomed 388 delegates including senior executives from numerous airlines, airports and duty free and travel retail operators. Over the two days, 120 meetings took place between the industry's airports, concessionaires and brands. TFWA China's Century Conferences have featured speakers from leading airports, airlines and retailers, as well as high profile researchers, academics, authors, editors and specialist consultancies. TFWA's unique ONE2ONE meeting service has played a key role in the event's continuing success, while an exciting social programme with a range of glittering events held in the most impressive venues ensures that there is plenty of opportunity for more informal networking.

Look out for further updates on the TFWA China's Century Conference 2017 at <http://www.tfw.com>.

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