

PRESS ANNOUNCEMENT

FOR IMMEDIATE PUBLICATION
20th December 2017

TFWA Digital Village to return to Cannes in 2018

TFWA has confirmed that following the success of the first TFWA Digital Village in Cannes in 2017, the event will make a welcome return next year. It will take place slightly earlier in the TFWA World week, opening on Tuesday 2nd October and running until 12 midday on Friday 5th October. This will give operators, landlords and exhibitors more opportunity to visit this inspiring addition to the exhibition and conference programme.

Commenting on the event, TFWA President Erik Juul-Mortensen said; “I have long believed that our industry needs to embrace digital technology if we are to remain competitive, and the support we received for the first TFWA Digital Village proves that the time was right to launch such a forum.”

Other visitors to the exhibition were similarly enthusiastic about its future. Erin Lillis, Lacoste Asia Pacific Travel Retail Director described it as; “a great addition to the TFWA showcase”, while Clive Jones, Tourvest Chief Executive said; “I would like to see this grow, this is the future of the industry”

Candice Medina Tantoco, Marketing Manager at International Duty Free Shops Morocco said; “We’re in a market that is a bit behind in digital technology so this is a one stop shop and makes it easier for retailers.”

More detailed information about the programme and format of the event will be available soon on the TFWA website.

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