



PASSENGER FOCUS

CONVERT
5 SHOPPERS
OUT OF
10
PASSENGERS

TFWA



WHAT IS TFWA?

THE FOUNDATION AND MISSION OF TFWA

TFWA is an association of brands, whose mission is to identify trends and opportunities, build awareness and provide a business platform for the global duty free and travel retail industry to prosper.



Created in 1984, Tax Free World Association is a not-for-profit organisation incorporated in 1988 under the French law of 1901. Its members, which now total over 500, are all suppliers of prestige products and brands to the duty free and travel retail industry – one of the most dynamic, sophisticated and challenging retail sectors in the world.

The origins of TFWA lie in the decision by a group of like-minded brand-owners to form a new trade association to run the industry's own annual exhibition. The International Tax Free Trade Symposium, established in 1973, had grown steadily in size and importance over the subsequent decade, but many exhibitors and visitors were concerned by a number of factors including the rising cost of participation, the quality of service provided and the organisers' limited appetite to respond to these concerns. Their grievances led to the formation of TFWA and to the launch of what was then known as the Tax Free World Exhibition, run on a not-for-profit basis by the brands themselves. First held in Nice in 1985, the event moved to Cannes the following year and has gone from strength to strength ever since. The TFWA World Exhibition & Conference is now the undisputed global summit of the duty free & travel retail industry.

A decade after its foundation TFWA launched its second major event, the TFWA Asia Pacific Exhibition & Conference, in response to the importance of the Asian duty free market to its members. Over twenty years on, this event, held in Singapore, brings together a growing number of brands, airports and operators with an interest in this dynamic region.

TFWA is an association of brands, whose mission is to identify trends and opportunities, build awareness and provide a business platform for the global duty free and travel retail industry to prosper.

Within this context the Association aims to encourage close relationships between suppliers and operators worldwide, to play a part in representing the interests of its members and the industry as a whole and, in particular, to provide business support for the industry through appropriate products, services and a forum for continued dynamic development.

Outreach to other trade bodies is a vital part of TFWA's mission. The Association has been instrumental in the founding of regional associations across the world, including the Asia Pacific Travel Retail Association and the Middle East & Africa Duty Free Association, just as it provides administrative services to the European Travel Retail Confederation. TFWA is represented on the Board of all three associations.

TFWA continues to play an important role in representing the industry's interests,



and it was with this in mind that the Association played a central role in the establishment of the Duty Free World Council, a global body designed to support and strengthen the crucial work undertaken by the various national and regional associations. TFWA is a founder member of the DFWC, whose headquarters are housed at the TFWA offices in Paris.

The not-for-profit ethic of the Association determines its financial policy and is designed to guarantee the

highest level of quality and service to its members at optimum cost.

Today, TFWA is the leading provider of high-quality exhibitions, conferences and related business support services to the duty free and travel retail industry. The motto chosen by the Association to reflect its mission back in 1984 – by the trade, for the trade – remains as relevant today as it was then.

TFWA'S STRUCTURE

TFWA's members elect a Management Committee every two years to represent and reflect the interests of the industry's product sectors, with seats on the Committee allocated according to the global market share of each category, while also taking share of TFWA membership into account. This ensures that the driving force behind the Association consists of senior industry executives from across all product sectors, who bring with them considerable knowledge and experience.

This elected Management Committee works to define and approve the Association's strategy and scope of activity. It elects a Board composed of a President and five Vice-Presidents, each with responsibility for sub-committees overseeing the Association's main activities; Finance, Marketing, Commercial, Corporate and Conferences & Research.

Based in Paris, TFWA's full-time staff, under the guidance of the Managing Director, oversee day-to-day operations and work with the elected Board and Management Committee to achieve the Association's commercial, financial and marketing objectives.

TFWA Board

Composed of a President and 5 Vice Presidents.

Period of office: one year for the President and two years for Vice Presidents.

The TFWA Board is responsible for ensuring that the strategy decided by the Management Committee is implemented to the benefit of the Association's members. It meets up to nine times per year and works with the permanent staff on a daily basis to ensure TFWA's objectives are met and the decisions of the Management Committee are enacted.

• President

The President is responsible for executing Management Committee decisions and ensuring the proper functioning of the Association. He/she is responsible for overseeing all the Association's activities and for ensuring that they are carried out in the best interests of TFWA's members.

• Vice-President Finance

The Vice-President Finance is responsible for monitoring the Association's financial affairs. In collaboration with the Managing Director, he/she prepares the annual budget and forecasts as requested by the Management Committee. He/she monitors the execution of the forecast budget throughout the financial year and



prepares the financial report to be presented to the annual general meeting.

• **Vice-President Marketing**

The Vice-President Marketing prepares the communication relating to the Association's activities in order to drive attendance at TFWA's exhibitions. He/she also contributes to the planning of all events organised by the Association, and oversees the production of the Association's publications.

• **Vice-President Conferences & Research**

The Vice-President Conferences & Research is responsible for organising conferences, workshops, seminars and research, and for the development of new activities in accordance with the objectives of the Association.

• **Vice-President Corporate**

The Vice-President Corporate is responsible for all matters regarding the respect of the Association's articles of association and the rules and regulations. He/she supervises administrative matters of the Association in collaboration with the Vice-President Finance, and is also responsible for the administration of the process required for new exhibitors and members.

• **Vice-President Commercial**

The Vice-President Commercial helps prepare the budget and strategy for the TFWA's exhibitions and ensures that all tasks relating to the organisation and running of the exhibitions are carried out as required. He/she makes recommendations on all improvements relating to the exhibitions and all difficulties encountered.

TFWA Management Committee

The Management Committee, elected for a two-year term during the Annual General Meeting, is made up of a maximum of 40 industry professionals divided into 5 sub-committees. Seat allocation is calculated to create a fair representation of the industry's key product sectors – fragrances & cosmetics, wines & spirits, fashion & accessories, tobacco, confectionery & fine food, gifts & electronics and jewellery & watches – thus ensuring the Association is both fully representative of the market, and benefits from a wide variety of relevant perspectives.

TFWA's sub-committees are divided as follows:

- Commercial Sub-Committee
- Corporate Sub-Committee
- Finance Sub-Committee
- Marketing Sub-Committee
- Conferences & Research Sub-Committee

The TFWA Management Committee meets five times a year, including one meeting during the TFWA World Exhibition & Conference in Cannes.



ASIA PACIFIC
DUTY FREE & TRAVEL RETAIL
CONFERENCE

6-10 MAY 2016 - SINGAPORE

The Duty Free
& Travel Retail
Asia Pacific Summit



BOLON

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MEETING SERVICE



TFWA membership

TFWA's members currently number over 500, and all are suppliers of prestige products and brands to the duty free & travel retail industry.

The words "by the trade, for the trade" remain fundamental to TFWA's guiding strategy and beliefs. TFWA's members are its lifeblood, and the Association exists to offer them a range of services and benefits to help provide the best possible platform for the continued growth and development of their brands.

The Association plays an important part in representing the interests of its members and the industry as a whole, encouraging close relationships between suppliers and operators worldwide.

Among the key benefits available to TFWA members are price reductions for those taking part in the Association's events, plus access to a wide range of research studies commissioned by TFWA on behalf of its membership (see page 99).

Annual General Meeting

Held in Cannes during the TFWA World Exhibition & Conference, this meeting offers members the opportunity to discuss the business of the Association and to approve its final results and resolutions. It offers a forum for members to voice their opinions on the Association's strategy and future development.

TFWA's departments

Corporate & Membership Department

This department is responsible for the organisation of Board and Management Committee meetings, the Annual General Meeting and the Association elections; in addition, the smooth running of the office and administration of the Association. It is the main point of contact between TFWA and its membership.

The Corporate & Membership Department is also responsible for the processing of new applications for exhibition space at the TFWA World and Asia Pacific Exhibitions.

The department coordinates the Association's efforts to continually broaden its activities for the benefit of its members and of the wider duty free & travel retail industry.

Finance Department

TFWA's Finance Department looks after the management of the Association's finances according to the budgets and rules defined by the Management Committee.

Exhibitions Department

The Exhibitions Department oversees the allocation of stand space to companies taking part in TFWA's exhibitions, and handles any technical and logistical issues relating to the organisation of the events (build up, breakdown, general installation, signage, welcome, security and so on).



Permanently at the service of TFWA's exhibitors to provide any necessary assistance concerning their participation at the exhibitions, the Exhibitions team also liaises with hotels and transport services on behalf of all visitors to the events, also managing participant registration.

The Exhibitions Department also handles the sale of sponsorship packages and advertising at all TFWA's conferences and exhibitions.

Marketing Department

The Marketing Department develops all the communication tools relating to TFWA's corporate activities, exhibitions and conferences. It is responsible for the Association's printed and electronic materials, and for the development of new means of communication to TFWA's members and customers, including the Association's social media accounts. It also organises all social and sporting activities taking place during TFWA's events.

Conference & Research Department

Part of TFWA's mission to strengthen links between its members and operators worldwide, the Association's programme of conferences offers high-quality platforms for debate, exchange and networking. The Conference & Research Department manages this programme along with TFWA's research output, designed to deepen members' understanding of the travelling consumer, their perceptions, needs and expectations.

IT Department

The IT Department performs a vital role in managing TFWA's large database, and in constantly fine-tuning registration processes to make them more efficient and user-friendly. The department also oversees TFWA's electronic communication with its members and customers, plus the handling of the Association's IT requirements at its offices in Paris.

The department is also responsible for the development of the new TFWA App, scheduled for publication in September 2018.

Press Office

The TFWA Press Office handles all press and media relations for TFWA and runs the on-site Press Centre at TFWA World Exhibition & Conference and TFWA Asia Pacific Exhibition & Conference. The Press Office liaises daily with journalists and advertising salespeople from both core travel retail publications and other interested journals. Its key role is to promote TFWA, its activities and its events to the travel retail industry and related sectors via communication through the press and directly through exhibitor briefing services. It also aims to help exhibitors to maximise the publicity potential available at TFWA events.

The TFWA Press Office service is provided under contract by Templemere Public Relations (www.templemerepr.co.uk).



TFWA EVENTS

TFWA World Exhibition & Conference in Cannes (including TFWA Digital Village)

- 30 September to 5 October 2018
- 29 September to 4 October 2019

Inaugurated in 1985, the TFWA World Exhibition & Conference is the global summit for the duty free & travel retail industry. Held in October, the exhibition features over 500 exhibitors displaying some 3,000 brands to more than 6,800 visitors assembling in the Palais des Festivals & des Congrès in Cannes, France.

The event brings together the world's duty free and travel retail industry for five days of idea-sharing, business development and networking. The event now includes the TFWA Digital Village, designed to showcase new technological advances in traveller engagement. It is THE must-attend event of the industry calendar.

TFWA Asia Pacific Exhibition & Conference in Singapore

- 12 – 16 May 2019
- 10 – 14 May 2020

TFWA Asia Pacific Exhibition & Conference is the only duty free & travel retail event to focus on the development of the business in the Asia Pacific region. Over 300 exhibiting companies and over 3,000 visitors meet in Singapore for four days in May, for an event that continues to flourish over 20 years after the inaugural edition in 1995.

The MEADFA Conference

- 19 – 20 November 2018 (Beirut)

As part of the Association's efforts to strengthen links with regional trade bodies across the world, TFWA organises the annual MEADFA Conference on behalf of the Middle East and Africa Duty Free Association. The event offers a lively forum for debate and exchange for all companies with an interest in the dynamic Middle East and Africa regions.

TFWA China's Century Conference

- 5 – 7 March 2019 (Haitang Bay)

The TFWA China's Century Conference, organised by TFWA in partnership with the Asia Pacific Travel Retail Association, was first held in Beijing in 2013 in order to help TFWA's members and the wider duty free & travel retail industry gain a deeper understanding of the Chinese market. The conference content is designed not only to explore the retail opportunities created by infrastructure developments within China, but also to better understand the needs and expectations of Chinese travellers beyond the country's borders.





DIGITAL VILLAGE

CREATIVE SOLUTIONS

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TFWA RESEARCH

A key role of TFWA's Conference & Research Department is the commissioning of research studies designed to enhance and deepen members' understanding of today's travelling consumer. Over the past decade the Association has developed a rich and diverse catalogue of studies, all of which are available to members' free of charge as part of their membership package. The studies are available exclusively to Association members via the TFWA website TFWA.com.

TFWA's research studies feature updates on passenger traffic and emerging product trends, as part of the TFWA Monitor series, plus bespoke TFWA Insight customer reports on specific themes.

Among recent highlights of the TFWA Research programme are the following studies:

TFWA Insight: Americas Study (2018)

Compiled by Horizon Consumer Science from interviews with hundreds of travellers from key nationalities in North, Central and South America, this report looks in detail at the spending behaviour and expectations of customers in this vital region.

TFWA Insight: Inflight Report (2018)

This study, the first to be produced by TFWA Research on the inflight retail sector, explores motivations and barriers

to onboard purchase among travellers all around the world. Produced by Counter Intelligence Retail, the report includes recommendations for brands and retailers on ways to drive inflight sales.

TFWA Monitor: Traffic Reports Series (2017-2018)

As part of the TFWA Monitor series, TFWA has commissioned a number of traffic trend updates from travel analyst ForwardKeys. Each report focuses on a topical theme, often regional, and uses ForwardKeys' database of travel bookings to reveal what the coming months have in store for passenger traffic. The series also includes analysis of the impact of sudden changes to travel patterns, caused, for example, by political tensions and other unforeseen incidents.

TFWA Insight: The partnership imperative in travel retail (2018)

In a constantly changing world, with an increasingly sophisticated and demanding customer base, is travel retail's prevailing concession-led business model still fit for purpose? How might the stakeholders in our industry work more effectively together? And what new initiatives might be made possible by more meaningful collaboration between partners?

This report from TFWA Insight, compiled by Boston Consulting Group, seeks to provide some answers to these





questions and more. BCG consulted a number of industry companies in preparing the study, which attempts to set the duty free & travel retail industry in its current context, evaluate the existing business model, and make suggestions for improvement.

TFWA Monitor: Trendwatching reports (2017)

In 2017, TFWA produced two in-depth reports on emerging consumer trends in partnership with Portland. The first, Retail's Fourth Industrial Revolution, looks in detail at new consumer trends and retail innovation in domestic markets, with a focus on new developments in Asia Pacific. The second, The Digital Journey, focuses on how digital and other new technology is changing the way travellers behave and interact with brands.

TFWA Insight: East Asia Cruise Study (2017)

The Asian cruise market is among the fastest-growing travel sectors in the industry, driven by the growing propensity among Chinese families to take cruise holidays to neighbouring countries. In 2017 TFWA commissioned a dedicated study to understand the behaviour and attitudes to retail of travellers in this promising sector. Produced by Horizon Consumer Science and based on

onboard interviews with cruisers on several key routes, the TFWA Insight East Asia Cruise Study includes recommendations to help TFWA members and the wider industry better understand the potential of this exciting market.

TFWA Insight: Global Non-Shopper Study (2017)

In 2012, TFWA published an in-depth report exploring the reasons why travellers do not shop in duty free & travel retail. Five years on, once again in partnership with Counter Intelligence Retail, TFWA revisited the question. The resulting Global Non-Shopper Study 2017, part of our TFWA Insight series, is based on interviews with nearly 4,000 travellers from 12 key nations, and provides a fascinating glimpse into the barriers to purchase among travellers today.

In addition to bespoke studies commissioned from research specialists, TFWA also has ongoing agreements with market analysts, such as Generation Research in Sweden and Japan Tourism Marketing Co, in order to provide members with ad hoc information and relevant data.

More details on TFWA Research can be found on tfwa.com.

TFWA CARE

Back in 2005, the TFWA Management Committee voted to formalize the Association's support of charity projects and worthy causes through the creation of TFWA Care.

The mission of TFWA Care is to distribute financial resources to humanitarian organizations or charities which benefit people – especially women and children – through tangible, start-to-finish projects enabling recipients to help themselves to improve their lives.

Every September, TFWA invites its members to nominate charities and good causes with which they have a special connection, and which meet the criteria of TFWA Care, as follows:

- Proven accountability and transparency
- A clear start and end to a project

- Causes where TFWA's support will have a meaningful impact rather than representing "a drop in the ocean"

In November, the nominations received are assessed and a shortlist of potential projects to support is drawn up. This shortlist is then subject to approval by the TFWA Management Committee at its plenary meeting in December.

In 2018, TFWA Care donated a total of €504,000 to fourteen different projects across the world. For more details on these projects, visit the dedicated TFWA Care website at www.tfwacare.com.

