



CREATIVE SOLUTIONS FOR TRAVEL RETAIL

PRESS ANNOUNCEMENT

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Fresh thinking and the latest duty free and travel retail technology on display at the TFWA Digital Village

TFWA will showcase the latest technological innovations and provide a glimpse into the future of the duty free and travel retail industry at the TFWA Digital Village, which will make its return at this year's TFWA World Exhibition & Conference.

Following a positive reception at its debut in Cannes last year, the TFWA Digital Village will now run for an additional day from Tuesday, 2nd to Friday, 5th October at the Gare Maritime located next to the main exhibition hall at the Palais des Festivals.

Among the exciting new features at the event is the TFWA Digital Village Pitch Corner, which will provide a platform for exhibitors to share in-depth details of their new digital products and services. The world's media will also have the opportunity to network with digital experts at the TFWA Digital Village Press Breakfast taking place on Friday, 5th October from 09:00 to 12:00.

Visitors to the TFWA Digital Village will also be among the first to preview a groundbreaking new initiative piloted by the European Travel Retail Confederation (ETRC). The ETRC digital proposal will allow users to receive multi-lingual consumer information on all products destined for the duty free and travel retail market. The technology has been designed to help protect the industry from the potential harmful effects of new packaging regulations.

ETRC will have a dedicated stand at the TFWA Digital Village, and ETRC Deputy Secretary General Julie Lassaigne will provide further details about the project which aims to help tackle the challenges of legislation relating to packaging during the Digital Focus Workshop, which will run on Tuesday, 2nd October from 08:00 to 09:00 at the Salon Croisette, Hotel Majestic.

The Digital Focus Workshop will also discuss the importance of coherent digital strategies to brands and retailers in the duty free and travel retail industry. Using a number of case studies, the workshops will explore best practice and pitfalls to avoid, with perspectives from several key regions and markets. Guest speakers at the workshop include Ivo Knuesel, Head of Category Planning at Mondelez World Travel Retail, Shi Ling Tan, Digital Manager Global at Shiseido Travel Retail and Jérôme Lepage, Marketing & Business Development Director at JCDecaux.

Delegates can keep up to date with all the latest TFWA Digital Village, conference and exhibition news by using the new TFWA App, a business tool providing users with year-long

access to a variety of services, both on- and off-site. Attendees can also take advantage of TFWA's exclusive ONE2ONE meeting service, which will maximise networking opportunities for eligible companies and participants.

TFWA is delighted to welcome Shiseido as WiFi sponsor, Blynk as press breakfast sponsor, Concourse Display Management as solution focus sponsor and Frontier as media partner for this year's TFWA Digital Village.

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