

TFWA

5-7 MARCH 2019
SANYA HAITANG BAY

CHINA'S CENTURY CONFERENCE

THE PREMIER DUTY FREE & TRAVEL RETAIL EVENT IN CHINA

PRESS ANNOUNCEMENT

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Speakers announced and more sponsors support TFWA China's Century Conference

China Duty Free Group (CDFG), Central Japan International Airport Co. (Nagoya), Alibaba, Ctrip.com and Lagardère Travel Retail are among those companies taking to the stage at the 2019 TFWA China's Century Conference, which will be held in partnership with APTRA at the stunning Grand Hyatt hotel in Sanya, Haitang Bay from 5th to 7th March.

TFWA will welcome the Department of Commerce and Department of Finance of Hainan Province as Co-Hosts and Sanya Phoenix International Airport as Official Airport of this year's event. CDFG has also confirmed its support as Diamond Sponsor, while Cartier and Interparfums join as Platinum Sponsors.

On the first day, following a welcome by the Hainan Department of Commerce, CDFG President Charles Chen will share his vision of the future of travel retail in China. Kevin Guo, General Manager of Strategic Cooperation and Marketing Innovation for Ctrip.com, will examine the latest travel and shopping trends among Chinese tourists, while the changing tastes of Chinese travellers will be examined by Masanao Tomozoe, President and CEO of Central Japan International Airport Co. (Nagoya) and Eudes Fabre, CEO of Lagardère Travel Retail China.

Delegates will also enjoy a preview of highlights from an exclusive research study commissioned by TFWA and APTRA and conducted by Counter Intelligence Retail, which looks at new trends and perceptions among young Chinese consumers, with additional insight coming from speakers including Mirko Wang, CEO of popular shopping comparison app Jessica's Secret. A panel of senior executives from WeChat and Alibaba will offer their perspectives on the rise of e-commerce and resulting changes to consumer behaviour.

Day two of the conference will explore further core themes affecting the Chinese market, ranging from the ever-growing influence of Key Opinion Leaders (KOLs) to new opportunities arising from the growth in the cruise market in China. Economist and author Ann Lee will explore how the world is

conducting business with China, while Dr. Eve Ren, President of the Institute for Tourism Studies, and Andrea Belardini, CEO Asia, ME and Australia at Dufry, will analyse the future of Chinese domestic tourism and resulting opportunities in travel retail.

Alongside CDFG, Cartier and Interparfums, other confirmed sponsors of the event include leading luxury travel retailer DFS and fashion accessories brand Furla, who will sponsor the Gala Dinner and day one lunch respectively. Joining them are Coccinelle as Lanyard Sponsor and Shiseido as Conference App Sponsor, while Mondelez will support the coffee break on the first day of conference and jointly sponsor delegate gifts alongside Rituals. Also supporting the conference are Guangzhou Feishang as Conference Portfolio Sponsor and PVH brands Calvin Klein and Tommy Hilfiger as Hostess Outfit Sponsors.

As in previous editions of the conference, attendees can register for TFWA's ONE2ONE personalised appointment service, through which they can apply for private meetings with other registered delegates. Full details of the ONE2ONE service are available on TFWA.com.

Attendees will also be able to relax and network at a number of social events taking place around the main Conference. The Opening Cocktail will be held at The Sand, Shangri-La Sanya Resort & Spa from 19:00 to 21:00 on Tuesday 5th March, and the Gala Dinner, hosted by DFS, will be held at the Northern Event Lawn of the Grand Hyatt Sanya from 19:30 on Wednesday 6th March.

Alain Maingraud, TFWA President, said: "As we mark the 40th anniversary of the Chinese duty free and travel retail industry, TFWA China's Century Conference looks set to be as compelling as ever. I'd like to thank all our sponsors and speakers for supporting the event, which will provide delegates with exclusive insight into this fascinating and fast-evolving market."

Pre-registration is now open and delegates can book their place as well as find further information at www.tfwa.com.

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