



## PRESS ANNOUNCEMENT

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### TFWA Innovation Lab launches in 2019

TFWA has launched a new concept called the TFWA Innovation Lab which will replace the TFWA Digital Village at the TFWA World Exhibition & Conference. The TFWA Innovation Lab will provide exhibitors with the opportunity to showcase new ideas and fresh thinking to an audience of duty free and travel retail professionals. It will run from Tuesday 1<sup>st</sup> October until Friday 4<sup>th</sup> October 2019 alongside the TFWA World Exhibition & Conference.

Moved to a new location, it will feature an exclusive, dedicated tented exhibition area facing the Majestic Beach. In another new development, the TFWA Innovation Lab will be curated into different categories. Exhibitors will be grouped within the sectors of digital solutions and mobile technology; sustainability and CSR; services to travellers; instore design and research.

“One of TFWA’s primary goals is to inspire our business and help create an ‘engine of innovation’,” said TFWA President Alain Maingreud. “The TFWA Innovation Lab will help our industry to shape the future of duty free and travel retail and better meet the changing needs of the international traveller. With 32 exhibitors and 1,349 visiting delegates last year, the TFWA Digital Village was a significant first step, and we plan to build on this success with a fresh new concept in a new location. We look forward to providing visitors to TFWA World Exhibition & Conference with a new perspective on how our industry will develop in the coming years.”

For more information and insight on digital within the duty free and travel retail industry, please visit: <https://www.tfwa.com/tfwa-innovation-lab>

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**For further information please contact:**

TFWA press office/Templemere PR

Email: [tfwapress@tfwa.com](mailto:tfwapress@tfwa.com)

Tel: +44 (0)1306 735574

[www.tfwa.com](http://www.tfwa.com)