



ASIA PACIFIC
EXHIBITION &
CONFERENCE

TFWA
daily

WEDNESDAY 10 MAY 2023



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SUPPLEMENT
INSIDE**

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Innovation
in action

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Show opens
Comprehensive
news from the
exhibition floor

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TFWA 365 is the permanent online platform open to TFWA members and business partners all year round. Visit TFWA 365 to discover world-class brands, directories of TFWA Asia Pacific Exhibition & Conference, dedicated pages on the new TFWA i.lab Asia, plus digital publications from TFWA media partners (accessed by scanning the relevant QR codes).

Free WiFi service

A complimentary WiFi service (MICE-HOTSPOTS) is offered throughout the conference venue and the exhibition halls.

Reminder of locations within the Marina Bay Sands Expo & Convention Centre:

- Two exhibition levels: Basement 2 and Level 1
- TFWA i.lab Asia: Level 1
- Registration desks: Level 1
- ONE2ONE Lounge: Level 1
- Press Centre: Basement 2
- TFWA offices: Level 3
- TFWA Asia Pacific Lounge: Level 4
- Asian Bar: Basement 2
- Western Bar: Basement 2
- Sushi Bar: Level 1
- Information services & travel agent: Basement 2

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Show opens

The exhibition was officially opened yesterday morning with the customary and colourful lion dance. The dance is performed to ward off evil spirits and bring good luck to the show.

WiTR+ gathers to show commitment to KOMA KARANTH FOUNDATION

Women in Travel Retail (WiTR+) met yesterday in the TFWA Asia Pacific Lounge, where they were joined by actor, producer, writer, humanitarian and stand-up comedian Maitreyi Karanth, founder of KOMA KARANTH FOUNDATION – the WiTR+ charity for 2023.

The KOMA KARANTH FOUNDATION's mission is to build a KOMA community in the impoverished municipality of Gloria, Oriental Mindoro in the Philippines, providing homes, education, old age community centres, medical support and support for single women as they strive for self-sufficiency.

The WiTR+ project will be to raise funds of at least €15,000, which will cover the cost of building three homes for the community. "It's an incredibly worthwhile cause, which we are more than happy to support," said Sarah Branquinho, Chair, WiTR+. "The aim will be to raise funds to cover the building of these much-needed homes."

Women in Travel Retail (WiTR+) met yesterday in the TFWA Asia Pacific Lounge, where they were joined by actor, producer, writer, humanitarian and stand-up comedian Maitreyi Karanth, founder of KOMA KARANTH FOUNDATION – the WiTR+ charity for 2023.



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TFWA Asia Pacific Lounge

The popular TFWA Asia Pacific Lounge, located on Level 4 of the Marina Bay Sands Expo & Convention Centre is open again today from 18:00 to 21:00. A special live music performance takes place this evening.



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TFWA i.lab Asia – the ideas hub that shines a spotlight on innovative ways to engage the travelling consumer – opened yesterday, making its debut in Singapore. It is located in a dedicated area on Level 1 of the Marina Bay Sands Expo & Convention Centre.

TFWA i.lab Asia at a glance

- TFWA i.lab Asia makes its debut in Singapore this year.
- Opening hours: 10 May, 09:00-18:00; 11 May, 09:00-17:00.
- Location: Level 1, Marina Bay Sands Expo & Convention Centre.
- TFWA Asia Pacific Lounge: Level 4, Marina Bay Sands Expo & Convention Centre; 18:00-21:00, Wednesday 10 May.
- Exhibitors will benefit from the TFWA ONE2ONE meeting service: an opportunity for TFWA i.lab Asia exhibitors and visitors to meet face-to-face.

iClick Interactive launches ‘A Practical Guide to Engaging with Chinese Travellers’

i Click Interactive (Level 1 1-P11/10) is a leading online marketing and enterprise data solution provider in China. Since 2009, it has been committed to empowering the China market entry ambitions of brands and marketers worldwide through its proprietary data-driven solutions offerings. “Our full range of marketing solutions enable clients to define confirmed Chinese travellers and connect with them at key travel stages across premium Chinese media channels,” explains Frankie Ho, President, International Business, iClick Interactive.

Yesterday, in TFWA i.lab Asia, iClick Interactive launched a publication on travel retail entitled ‘A Practical Guide to Engaging with Chinese Travellers: China Travel Retail Marketing Facts and Tips to Know’. Attendees heard directly from the authors on the key findings and discovered effective ways to reach Chinese travellers.

“This publication is curated to be a China marketing playbook for brands looking to expand their travel retail business in the China market and effectively engage with the new wave of Chinese travelling consumers,” says Ho. “To succeed in the Chinese retail market, it is essential for brands to understand the unique characteristics of Chinese travellers and tailor their marketing strategies accordingly. As an exhibitor at TFWA i.lab Asia, our focus is on leveraging data and technologies to create effective marketing strategies that will engage and resonate with the target audience. We aim to assist brands in achieving widespread brand awareness, as well as creating seamless and compelling O2O brand experiences that will resonate with Chinese consumers.”



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DR. BARBARA STURM IS A WORLD-RENOWNED AESTHETICS SKIN DOCTOR. FAMOUS FOR THE SIGNATURE STURMGLOW™, HER SKINCARE APPROACH IS INSPIRED BY HER RESEARCH INTO ANTI-INFLAMMATORY MEDICINE AND IS UNIQUELY NON-AGGRESSIVE.

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Baidu International: developing advertising campaigns tailored to specific needs of relevant audiences

Baidu International (Level 1 1-P11/9) is the largest partner of Baidu in overseas markets. “We offer effective online advertising solutions to advertisers who aim to develop their businesses in China and provide value-added services, such as ad optimisation, performance tracking, and analytics solutions, to maximise the return on investment for advertisers,” says John Lo, General Manager, International Sales, Baidu International.

The company’s solutions empower advertisers to obtain significant insights into consumer behaviour, including travel patterns, purchasing habits, apps installed and preferences of their target audience, which can then be leveraged to develop advertising campaigns that are tailored to the specific needs of relevant audiences.

“Our latest Baidu SEM with audience targeting and influencer seeding solutions allows clients to engage with millions of users actively searching for related items on Baidu, effectively reaching out to the target audience in the China market,” Lo explains. “We understand the unique characteristics of Chinese travellers, and our services are designed to help brands tailor their marketing strategies to meet the needs of this audience.”

TFWA i.lab Asia presents a unique opportunity for Baidu International to connect with a diverse range of clients, showcase its Baidu solutions, and highlight the importance of Baidu’s ecosystem in the Chinese market. “Our comprehensive advertising solutions and advanced AI technologies enable clients to identify

and target their target audience across all Baidu product offerings with great precision,” Lo comments. “Baidu has the largest information-centric and knowledge-centric mobile ecosystem in China, covering Chinese users’ consumption behaviours and lifestyles effectively which is vital to maximise brands’ conversions and advertising effectiveness in ‘Digital China’.”

John Lo, General Manager, International Sales, Baidu International: “We understand the unique characteristics of Chinese travellers, and our services are designed to help brands tailor their marketing strategies to meet the needs of this audience.”



Qunar dedicated to providing insights into creating an end-to-end travel experience

Qunar.com (Level 1 1-P11/13) is a leading travel search engine in China and one of the world’s largest Chinese online travel platforms. It provides consumers with real-time searches for airline tickets, train tickets, hotels, travel and vacation plans, tickets, and other travel information services, as well as online technology and mobile technology solutions for partners in the travel industry.

“Qunar’s strategy is to collaborate with brands to drive travel



consumption in the market,” says Konstance Lin, Ad Sales Manager, Qunar. “By leveraging China’s thriving travel industry and utilising the benefits of big data, user insights, technology, integrated content marketing, and comprehensive product offerings, we create custom campaigns that inspire travel interest among Chinese tourists, boost user spending, and help brands develop and consolidate new consumer segments.”

Qunar is a key influencer with massive high-quality followers in China. “We have more than 600 million users with a 30% user growth rate,” Lin explains. “We offer an array of branding and transaction-oriented advertising formats to help advertisers effectively target high-quality, high-spending travel consumers.”

As one of the TFWA i.lab Asia exhibitors, Qunar is dedicated to providing insights into creating an end-to-end travel experience under different travel scenarios. “From Traffic Marketing, Full Scene Marketing, and Interactive Marketing to Content Marketing, Qunar can effectively allow brands to interact with potential audiences,” says Lin. “A deep understanding of the ever-changing Chinese travellers would be our forte. With our data on traveller demographics and behaviours, we can effectively advertise to this unique and highly sought-after group of consumers.”

As one of the TFWA i.lab Asia exhibitors, Qunar is dedicated to providing insights into creating an end-to-end travel experience under different travel scenarios.

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DutyFreak: B2B marketplace for global travel retail

DutyFreak is a B2B marketplace for global travel retail, which aims to create a world-class experience for every traveller at the airport. It brings together great opportunities in food, fashion and more within global travel retail in one place.

“No matter if you are in the lounge or on the way to your gate, our ambition is to let you ‘discover, select and buy’ your ONE+ favourite thing, in the right colour, size and quantity, for you and your loved ones while air travelling,” says Sebastian Buerkle, Founder & CEO, DutyFreak.

The company spent a lot of time travelling last year and exhibiting at events including TFWA Asia Pacific Exhibition & Conference and TFWA World Exhibition & Conference. It took the opportunity to survey more than 2,000 travellers at the airports, both in the lounges and at the gates. “The result that motivates us is that more than 61% would use and order from a marketplace like ours,” Buerkle explains.

Quoting one of the survey responses, he adds: “If I only have to download once to get an overview about availability at the airport to pre-order, sure, I would use it to find my favourite thing.”

Buerkle emphasises the importance of participating in this year’s TFWA i.lab Asia. “TFWA Asia Pacific Exhibition & Conference for us is the right stage and we’re delighted to showcase our strategic global travel retail marketplace. DutyFreak believes in air travel, and in new innovative solutions in order to create experience sales in travel retail for each traveller at every airport. That’s why we are participating in this year’s TFWA i.lab Asia.”



DutyFreak is a B2B marketplace for global travel retail, which aims to create a world-class experience for every traveller at the airport. It brings together great opportunities in food, fashion and more within global travel retail in one place.

Singapore Tourism Board

The Singapore Tourism Accelerator was set up to source for the world’s most innovative technology solutions to power the travel and tourism industry in Singapore. As of March 2023, the Singapore Tourism Accelerator has supported 47 start-ups to develop 56 industry solutions across 6 cohorts.

Singapore Tourism Board (STB) continues to support the Accelerator Alumni with connection and showcase opportunities, for them to grow their business in Singapore, and to create a vibrant tech-ecosystem for the tourism sector. If you are interested in how you can partner STB for the Singapore Tourism Accelerator, contact: innovation@stb.gov.sg.

About STB:

The Singapore Tourism Board (STB) is a statutory board under the Ministry of Trade and Industry of Singapore. It champions the development of Singapore’s tourism sector, one of the country’s key service sectors and economic pillars, and undertakes the marketing and promotion of Singapore as a tourism destination.

TFWA I.LAB ASIA EXHIBITORS

- **Baidu International** – Level 1 1-P11/9
- **Bambuser** – Level 1 1-P11/12
- **BeLive Technology** – Level 1 1-P11/14
- **Cainiao** – Level 1 1-P11/4
- **Cosmose AI** – Level 1 1-P11/3
- **DutyFreak Airport.Store Marketplace** – Level 1 1-P11/5
- **FirstHive** – Level 1 1-P11/6
- **iClick Interactive** – Level 1 1-P11/10
- **Intelligent Track Systems** – Level 1 1-P11/7
- **Paris Calling** – Level 1 1-P11/2
- **Qunar.com** – Level 1 1-P11/13
- **Singapore Tourism Board** – Level 1 1-P11
- **TravelX** – Level 1 1-P11/1
- **Ulisse** – Level 1 1-P11/11
- **Woohoo** – Level 1 1-P11/8
- **Xctuality** – Level 1 1-P11/15

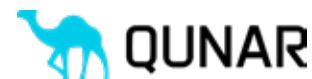
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Asian beauty with an innovative and passionate attitude

Blue Chip Group is presenting its new brand AXXZIA. It is described as presenting Asian beauty with an innovative and passionate attitude from Japan to the world.

Flora Lee, Vice President, Blue Chip Group, explained that the brand contains beauty ingredients for elasticity, lustre, and moisture for the skin. AXXZIA realises the ultimate in salon quality for both face and body, with the firmness, moisture, and lustre demanded by adult skin. It lights the way to a more sophisticated beauty.

The AXXZIA Beauty Eyes series of eye products includes a beauty essence, cream and sheets required for eye care. These carefully formulated eye products are designed to help you radiate with beauty. The Essence Sheet Premium offering a luxurious experience, infusing the eyes with relaxation and energy.

 **Level 1/1-S20**



HARIBO presents colourful new product offerings



HARIBO is showcasing colourful new product offerings. These include the HARIBO GTR-exclusive Friends & Party Halal pouch, which Gabriele Scotti, Trade Marketing Specialist, HARIBO, explained is aimed at key markets across India, the Middle East and Africa. It includes a mix of HARIBO favourites such as HARIBO Goldbears, HARIBO TroppiFrutti, HARIBO Happy-Cola and HARIBO Starmix.

HARIBO is also presenting a new GTR exclusive Duo Pack combining Haribo with MAOAM – chewy fruit-flavoured candy. The pack contains sour favourites such as HARIBO Roulette Fizz, HARIBO Goldbears Sour, MAOAM Bloxx Sour and MAOAM Stripes Sour.

“We offer popular solutions for all wallets and believe Asia Pacific is set to be one of the fastest-growing markets for sugar confectionery in the next few years,” said Elisa Fontana, Head of Marketing Travel Retail, HARIBO.

 **Basement 2/2-L31**

A great and exclusive product experience



Perfetti Van Melle (PVM) is revealing a number of new product developments for its Mentos Jumborolls and Mentos Mints brands. “We are very happy to be back,” said Femke van Veen, Brand Manager Global Travel Retail, PVM. “We are gaining insights into the recovery in Asia Pacific. With this market being open again, it is great to highlight our new product developments.”

PVM is showing how it continuously aims to improve product designs and provide travellers with a great and exclusive product experience. “With the changing needs of travellers we have focused on an updated design for our iconic Mentos Jumborolls,” said van Veen. “The new look Jumborolls are available in Fruit, Mint, Cola, Berry, Strawberry and Liquorice flavours.”

New for Chupa Chups is the sugar free box, while PVM is also offering its new Mentos Mints.

 **Basement 2/2-K27**

Mondelēz highlights togetherness

Mondelēz welcomed visitors over a breakfast meeting with its unique confectionery vision. Mondelēz World Travel Retail Managing Director Jaya Singh said: "We thought we would take the opportunity to refresh and remind how we turned confectionery into a category driver."

Singh, who reminded that the strategy that Mondelēz used was "insight based" and "category growth focused" hinted that working together was key to success. "It's all about winning," said Singh, asking, "but how do we win together? We don't have all the answers. That is why we look for partnerships."

The meeting led into a presentation illustrating how both "behaviour and environment change" and working closely with "the trinity" has been instrumental to the future of the confectionery category.

 **Basement 2/2-J26**



Pernod Ricard raises a glass to conviviality

Pernod Ricard has multiple travel retail exclusives and limited editions on display. "We are proud to showcase our exquisite Royal Salute NPDs, including Royal Coronation and the next in our Polo series, which we will be revealing the details for in the coming weeks," said Lisa McCann, Group Brand Director, Pernod Ricard GTR. "In addition, we're proud to



showcase our Chivas 13YO range, boasting sherry, rum and bourbon finishes. We're also delighted to discuss our new Martell City Series editions for Hainan and Singapore with our customers here, which will appeal to a cross-section of travellers in this region."

McCann added: "We recently unveiled the release of our Ballantine's 40 YO Masterclass – an ultra-limited series of five annual releases and exceptional expressions of Ballantine's 40YO whisky."

 **Basement 2/2-N22**

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TFWA AP 2023 – STAND 2-K1

www.mavala.com –  MavalaInternational –  mavala



Nemiroff sees Ukrainian vodka uplift

Nemiroff is seeing an uplift and growing appreciation for its eponymous spirit. “We are focusing on six vodka products, from classic vodka and honey through to flavoured vodka,” said Maria Vergeles, Marketing Manager (Export Markets & Travel Retail), Nemiroff. “This is a Ukrainian product with over 200 years of history and vodka-making experience, so we know what we are doing and that what we are making is very good.”

She revealed that the company is also finding ways to reach out and get people to try the vodka, often via cocktails and through tastings. “There has been investment into marketing and we have a lot of supporting materials and events. We like investing in on-trade events and in the mixology and food pairing scene, as well as the off-trade.”

Basement 2/2-N11



A sensation of sweet good mood

Princesse Marina de Bourbon Paris is highlighting its new Royal Style fragrance. Floral and fruity with head notes of blackcurrant fused with bergamot and pear; heart notes of rose and jasmine rounded off with bottom notes of creamy musk, cedar and sandalwood, the fragrance diffuses a sensation of sweet good mood.

Royal Style’s jewel-like flask with its flower-like petalled cap comes in stylish red and pink packaging and is available in three sizes – 100ml, 50ml, and 30ml.

Antoine de Pracomtal, Extend Beauty, explained that the fragrance fits very well in the Asian market and has already been launched in North Asia. “Princesse Marina de Bourbon Paris experienced 35% growth in 2022 and we are very ambitious about Asia,” he said.

Basement 2/2-K9



Bottega lines up pre-mix cocktail Lemon Spritz

Valentina Dalle Mule, Export Area Manager Airlines, Bottega, said: “The focus for Bottega is our new Lemon Spritz. We are offering it in two different versions. This is the first time that we have launched it in a 25cl can. It is a blend of Prosecco and limoncello and is a very premium product – the bubbles come directly from the Prosecco, there is no added CO2.”

Dalle Mule explained: “We are also offering it in a glass version that is 20cl” and that it will essentially be positioned “as a ready-to-drink cocktail that we will be launching everywhere in the world from now onwards”.

She revealed: “We wanted to do something different that was recyclable. It is made from aluminium cans. This is part of Bottega’s sustainability plans.”

Basement 2/2-M9

FIYTA 飞亚达

CHINA SPACE WATCH



FIYTA, professional space watch provider for China's astronauts since 2003, has very high brand awareness among Chinese tourists. FIYTA focuses on entry price, elegant and durable automatic watches which are the favorable choice of the tourists in Asia-Pacific travel retail market.

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Dubai Duty Free forecasting full rebound and sales exceeding US\$2bn in 2023

An interview with Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free. By Ross Falconer

Dubai Duty Free is positive that sales in 2023 will be good and meet its year-end target, which is in excess of US\$2 billion. “We are pleased with our first quarter sales of US\$546.8 million, which is 43.41% above the same period last year,” explains Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free. “Year-to-date (January to 6 April 2023) our sales have reached US\$576.3 million, an increase of 41.08% over the previous year and 3.17% compared to the pre-pandemic (2019) year.”

Perfumes, Liquor, Gold, Electronics and Cigarettes/Tobacco held the top five spots category-wise. Perfumes sales reached over US\$96.3 million, accounting for 16.71% of total revenue. Sales of Liquor were up by 14.57% to US\$83.9 million, while Gold sales reached US\$54.2 million accounting for 9.41% of total sales. Electronics sales reached US\$53.2 million, accounting for 9.24%, while Cigarettes & Tobacco sales reached US\$53.1 million or 9.22% of total sales.

Overall, the recovery is doing well, as per the latest forecast for traffic growth at Dubai International Airport, and based on the current sales trajectory, Dubai Duty Free expects a full rebound.

“To continue facilitating our recovery to pre-pandemic levels, we will continue to work with the brands to keep the offer as attractive as possible,” says McLoughlin. “We will ensure that we have the latest products both instore and online. Exclusivity is also another key component, and we will continuously work with suppliers, as and when new products are launched, to have regional first or Dubai Duty Free only products for our customers.”

On the back of boutique openings over the past 24 months, there are ongoing plans to refurbish and renovate shops in some concourses and terminals in both Departures and Arrivals to further enhance the retail offer.

A more personalised customer service continues to be important, and McLoughlin notes that customers appreciate guidance when it comes to Perfumes, Gold, and Electronics. “Interaction with passengers goes a long way towards increasing sales. Many passengers rely on staff recommendations for selecting gifts and introductions to newly-launched products.”

Dubai Duty Free is also preparing to welcome back more Chinese tourists and can see a month-on-month increase in terms of spend by Chinese passengers. It currently employs over 5,000 people, 231 of whom are Chinese, and will be recruiting 100 more in China in June this year.

Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free: “We are pleased with our first quarter sales of US\$546.8 million, which is 43.41% above the same period last year. Year-to-date (January to 6 April 2023) our sales have reached US\$576.3 million, an increase of 41.08% over the previous year and 3.17% compared to the pre-pandemic (2019) year.”



In terms of concrete retail developments, Dubai Duty Free has refurbishment plans for its two Liquor and Tobacco shops in Concourse B. It is also refurbishing and renovating the second Arrivals Shop in Terminal 3, while looking at renovating the Arrivals Shop in Terminal 1.

“Dubai Duty Free continues to invest heavily in technology, using in-house data analytics to monitor customer behaviour and preferences, which helps us tailor our product offerings and create better, more meaningful marketing decisions,” McLoughlin explains. “Our Click & Collect service, which offers travellers the chance to order goods in advance of their flight, saw an increase in the number of travellers using the service and recorded sales of US\$7.86 million in 2022.”

Overall, total sales from online channels last year reached US\$44.16 million and accounted for 2.54% of overall Dubai Duty Free sales, an indicator of the importance of the digital side to the business.

Looking ahead, McLoughlin adds that Dubai Duty Free’s priorities are to continue to grow the business, improve the retail offer and product mix, meet and exceed customer expectations, and grow its workforce in line with passenger forecasts. “We are also currently reviewing our plans for the 40th anniversary of Dubai Duty Free, which will be in December this year and we are very excited to celebrate this major milestone. So, watch this space.”



Perfumes, Liquor, Gold, Electronics and Cigarettes/Tobacco held the top five spots category-wise in the first quarter of 2023. Gold sales reached US\$54.2 million, accounting for 9.41% of total sales.



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 experimenting tirelessly when the outcome is uncertain,
 witnessing the birth of something new and watching it become a classic.

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VISIT US! Hall: Basement 2 - Stand: 2-H8



Mavala expanding its Asia GTR reach

Mavala CEO Doris Maute said: “We are here because we would like to focus on Asia more, in particular Singapore, Malaysia and in travel retail, and we have meetings this year with China Air.”

Maute commented: “We are so happy to be back again” and revealed that Mavala has “created some small kits and sets for duty free” and for Asia plans to “focus on skincare” and its “use of Swiss botanicals”.

Maute explained that, following the pandemic, seeing people face-to-face is important and a genial way of doing business, as well as showing that this is a true family brand. “I’m the second generation of a family-owned business and I think people like an identity with a brand and something they can trust in, and that is us.”

 **Basement 2/2-K1**



MacDuff reveals RyeLaw

MacDuff International has raised the profile of both rye whisky and Fife in Scotland. “Our amazing new thing is RyeLaw which is the first official bottling from our InchDairnie Distillery,” said John Scott, Export Sales Director, MacDuff International. “This is the first show anywhere in the world that it has been. It is a Scottish rye whisky, but it can’t say that on the label because rye whisky doesn’t exist in Scotland. If we made this anywhere else in the world we could call it single rye whisky, but we have to call it single grain because that is the only category we fit into in Scotland.”

The grain bill is made up “from just over 50% malted rye and the other half is malt barley” indicating that “it is really a meeting of rye whisky and single malt whisky”.

 **Basement 2/2-E9**



Whyte & Mackay reveals gift from The Dalmore that is fit for a king

All eyes are on Whyte & Mackay’s latest offering from its brand The Dalmore this year after it unveiled a new expression created from its single malt Scotch whisky called The Dalmore King Alexander III.

The whisky itself is the only six-cask finish single malt in the world and will be released as a travel retail exclusive version in July.

“The travel retail exclusive King Alexander III edition is guaranteed to allure the modern luxury consumer by meeting their desire for exclusive products, authentic stories and by representing the perfect gift, whether as a self-treat or for someone else,” said Clarisse Daniels, Head of Marketing GTR, Whyte & Mackay.

Six different cask finishes are curated to create a one-of-a-kind whisky with a rich and enticing flavour profile.

 **Basement 2/2-N2**





Toacker



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SINGAPORE



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Pure goodness!
Che bontà!



La Martinière ready to party with Cutty Sark

La Martinière is focusing on celebrating the 100th anniversary for its Cutty Sark blended Scotch whisky brand. It has released a new campaign named 'Never ending adventure' to uphold and reflect on what it calls its "audacious personality".

La Martinière Group Communication Manager Donatien Ferrari highlighted a Cutty Sark limited-edition and has lots of events planned throughout the year. "Also, we are going to release an anniversary edition in a few months globally."

Ferrari also highlighted how La Martinière bought a premium French gin brand recently, named Generous Gin. He explained that TFWA Asia Pacific Exhibition & Conference is really its official global launch and where most people will get to see it.

Basement 2/2-L2

High-end reds and prestigious wines

Torres is showcasing its full range and taking the Asia Pacific region very seriously. Bruno Teixeira, Global Travel Retail Director, Torres, explained that there is a lot to introduce people to at the show. "We have a big portfolio, because our wines are from Spain, Chile and the US, but we think we have potential in the Asia market because Torres is on the high-end and is more of a selective and prestigious range and that is what we are focusing on for the Asia region."

He added that Torres' wine and spirits are popular in Asia. For gifting and self-purchase through global travel retail, Teixeira also revealed: "Red wine is definitely very specific to this region."

Basement 2/2-H8



LEGO for the whole family

With 70 standalone stores in airports worldwide and a regular presence at TFWA's events in both Singapore and Cannes, "LEGO has been in travel retail forever, really" joked Sebastien Alt, Senior Business Development Manager, Travel Retail Development, LEGO. But in 2018, it decided to expand from a toy brand to an all-family brand. "We also want to attract the adult shopper not looking for toys."

LEGO is currently under-represented in Asia Pacific. "We're here to change this," said Alt, who would like to meet with retail partners and airport landlords "because Asia Pacific is a strategic growth market for us".

Leave your card at the LEGO stand and you might be lucky enough to win one of three Wildflower Bouquet LEGO packages handed out each day in a lucky draw.

Basement 2/2-H19

Travel retail at Changi Airport continues to flourish

In tandem with Changi Airport's strong recovery in its passenger and air traffic, travel retail at the airport is flourishing with rising sales and new shopping experiences for travellers.

Total sales have been rising steadily since last year, hitting almost 60% in January 2023 compared to 2019 levels. Changi Airport has seen strong sales recovery from markets like Indonesia, Thailand and Vietnam. Perfumes & Cosmetics, Liquor & Tobacco and Luxury have once again emerged as the top categories in Changi's stores.

Transforming retail spaces to be both beautiful and functional allows Changi Airport to create experiences that go beyond shopping. The latest example is the revamp of the Central Piazza in the T1 Departure Transit Hall, which was completed last year. The space was intentionally designed to exude a sense of warmth and serenity, similar to a hotel lobby.

Tenants at the Central Piazza (Shilla Duty Free, Dior, Louis Vuitton, Tiffany & Co, and Lotte Duty Free) have been organised for superior visibility to passengers from the moment they step into the Departure Transit Hall. The stores have also been designed to blend seamlessly into the tranquil environment.

The west wing of the T1 Departure Transit Hall has also been reconfigured to rejuvenate the zone and elevate the overall shopping and dining experience. The east wing of the T1 Departure



Transforming retail spaces to be both beautiful and functional allows Changi Airport to create experiences that go beyond shopping. The latest example is the revamp of the Central Piazza in the T1 Departure Transit Hall, which was completed last year.

Transit Hall is next in line for a refresh, including the injection of new retail spaces.


One of the ways Changi Airport is working with brands to capture the imagination of travellers is through 'Changi 1st' pop-ups in the transit halls every month. These activations often feature limited-edition product launches that are first in Asia, or the world.

The Guerlain Parfumerie d'Art Pop-up in T3's Departure Transit, happening from 5 April to 14 May, celebrates the launch of Jasmin Bonheur, the new olfactory creation of the L'Art & La Matière fragrance collection.

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Design Go everywhere

Design Go has launched its 'Ultimate 3.0' pillow. The travel accessories supplier has tested its product at Hong Kong International Airport, which is in the words of General Manager Steve Worden, "a great opportunity to test new products and concepts". "We're very strong in Europe and Asia is a significant opportunity for us," he explained. "Service and supply are our forte, but we need new partners. We would like to meet people used to high-volume fast-moving products."

Design Go is looking to strengthen its presence in the Asia Pacific region. With 12 to 14 million units being sold per year, it is also putting an increased focus on its new 100% recyclable packaging.

 **Level 1/1-PS**



Penderyn sharpens its focus in Asia with GTR exclusive expressions

Penderyn Distillery has revealed that it is ramping up the focus on two of its single malt Welsh whiskies exclusively in global travel retail. The expressions that will be gaining traction across airports include the brand's Faraday variant – named after Dr David Faraday who developed the still at Penderyn Distillery – and the Madeira Finish, made in the original Penderyn 'house style' then aged in ex-Bourbon barrels and finished in ex-Madeira wine casks.

Penderyn Distillery Business Development Director Simon Roffe explained that the Asia Pacific market is extremely important to Penderyn and one that the business is keen to continue to grow in.

 **Basement 2/2-E17**



Travel Retail Fine Wine Alliance forms from premium wine brand owners

In a meeting of minds, the collective brands under Masi, Symington Family Estates, Gonzalez Byass, Cono Sur, Domaines Albert Bichot and Famille Perrin have joined up to create what they are calling the Travel Retail Fine Wine Alliance.

This year in Singapore, as buyers and distributors approach the stand the companies share, they become a captive audience for all of the wines available and thus get to meet the makers, as well as maximise their networking time.

"The idea is to have synergies between our families," said Jorge Nunes, Asia Pacific Representative, Symington Family Estates. "Each of these brands are pretty well-known, but we have different connections and by being together we can attract all the buyers from the different key retailers."

 **Basement 2/2-F19**



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BASEMENT 2 BOOTH L31



Touring the Asian markets

Mercedes Benz Land-Sea-Air trilogy is making its debut here at TFWA Asia Pacific Exhibition & Conference. It is the flagship product of INCC Parfums.

“We are here to show our ambition, to meet our clients and to tease our new products,” said Magalie Chauvin, International Marketing Director, INCC.

Chauvin and her team are here as well to develop in travel retail, especially with airports and airlines.

A part of the Mercedes Benz portfolio, the new AMG and Maybach haute-parfumerie ranges will be launched in 2024. The Villebrequin range, which was acquired by INCC in 2022, will be launched in 2025. These launches are part of a new effort toward a premiumisation of the range of products distributed by INCC, which is starting this year with the new Land-Sea-Air Mercedes Benz range.

Basement 2/2-J11

Underberg scores listing with King Power



Underberg has secured a deal with travel retailer King Power, giving its brands an extra push in the region. Speaking at TFWA Asia Pacific Exhibition & Conference, Thomas Kirscht, Head of Sales Global Travel Retail, Underberg, said: “We are a very traditional German company and Underberg itself is 77 years young. We are here in Singapore to increase our international footprint beyond the European market with Underberg, but also with our other brands.”

He added: “We have just been listed with King Power with Underberg and also our other brand XuXu – a strawberry vodka drink that is very popular in Eastern Europe and is made from fresh strawberries.”

Basement 2/2-E31

International Beverage pushes Old Pulteney to boost distribution

International Beverage Group Travel Retail Manager Lesley Eadie said: “Our main focus for this year is our Highland single malt whisky brand Old Pulteney and we have a new release for travel retail, which is Old Pulteney 13 years old.”

Eadie explained that the release would roll out across GTR further and although “at the moment it is in the UK and European airports” the plan is for it to now gain distribution across all of travel retail. “For single malt the demand is high, and we have a great travel retail exclusive portfolio across the range. It comes in a nice gift box and is really giftable. The other brand we are going to focus on more across GTR is Balblair whisky.”

Basement 2/2-H9



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Tito's ramps up Asian GTR presence

American vodka brand Tito's has secured travel retail listings with Taipei Duty Free and Tokyo Duty Free, as well as gaining flight listings with Air Canada.

The new listings, which the craft vodka company has said are part of its plans to ramp up its presence across travel retail in Asia as well as inflight, have happened alongside a packed week of meetings during TFWA Asia Pacific Exhibition & Conference.

"We are ramping up our duty free presence in the region and have just secured Taipei Duty Free and Tokyo Duty Free, so we are having a very successful show," said John McDonnell, Managing Director International, Tito's Handmade Vodka.

Basement 2/2-E11

Santa Margherita shares its family vision for positioning wines of 'Italian excellence'



Santa Margherita Gruppo Vinicolo has dedicated its time at this year's TFWA Asia Pacific Exhibition & Conference to upholding family-values and Italian excellence in wine.

"Santa Margherita wine group is the leading family-owned wine group in Italy, so since 1935 when my great grandfather founded the company, we have always had one vision: to be the ambassadors of Italian excellence around the world," said Giacomo Marzotto, Export Director for Canada, LATAM & Travel Retail, Santa Margherita Gruppo Vinicolo.

Marzotto observed: "In travel retail for instance now there is a craze for bubbles. We are showcasing the pinnacle of quality and luxury."

Santa Margherita has completed its exclusive range dedicated to travel retail with the launch of the new MILIUM line – a tribute to 'Il Milione' (Book of the Marvels of the World) by the Venetian Marco Polo.

Basement 2/2-M3



Gourmet cocktail

Valrhona, Villars and Weiss have unveiled Gourmets & Co – the new multi-brand, premium chocolate concept at TFWA Asia Pacific Exhibition & Conference. The focus is on growing their presence and developing new partnerships in the region. Valrhona, Villars and Weiss celebrated the launch of Gourmets & Co with partners and colleagues at a special 'Gourmet cocktail' on the Valrhona stand yesterday evening.

Created especially for the travel retail channel, Gourmets & Co unites the three brands for a truly exceptional gourmet experience where taste and quality are combined with a commitment to sustainability.

"Backed by over a century of expertise and savoir-faire, the Gourmets & Co maisons offer our partners the opportunity to give chocolate connoisseurs an unparalleled and exquisite tasting journey and a unique and sustainable gifting experience," said Delphine Schmitt, Head of Retail Category Development.

Basement 2/2-J34

Korea's No. 1 Consumer Health Brand, CheongKwanJang brings a new dynamic to the Travel Retail market

CheongKwanJang leads healthy wave as a first mover of wellness category creator



Source: Euromonitor International Limited;
Consumer Health category; % retail value share,
2019-2021 data. CH2022 edition

Resilience is the keyword for the global duty-free market in 2023. Even though Covid-19 has impacted all sectors, CheongKwanJang (CKJ) has always been a main player in Wellness category in travel retail industry. Despite the global economic difficulties, CKJ achieved 17% of

growth comparing 2019. This performance was possible because CKJ always has been a leader in the herbal category even in the moment when the demand for self-healing, immune system is higher than ever. In spite of global economic recession, CKJ has expanded into European markets such as UK, Germany, and Middle East markets such as UAE, Qatar. KGC opened Ginseng Museum Café in Manhattan's 5th Avenue, largest shopping

district in the US. In addition, KGC has demonstrated its resilience in the duty-free market by partnering with major operators such as DFS, Lotte and Dufry in Vietnam, Jordan, etc. Now, CKJ welcomes partners who are willing to ride the growth wave beyond resilience.



CheongKwanJang, a resilient brand over a century never stops innovating

CKJ, Korea's No.1 supplement brand is, at the same time, the world's No.1 ginseng brand and has already resumed operations in 32 stores in Japan, Hong Kong, etc., including shop-in-shop (SIS) stores in Osaka, Jakarta, Danang, Nha Trang and other locations. While expanding stores, CKJ is continuously improving their product quality.

The leading brand has been at the forefront of product innovation through the development of various formulations that are based on ginseng root, extract, as well as mega hit products with 100-year-old heritages. Good Base, second brand based on superfoods such as pomegranate, aronia, targeting your customers has grown into a popular brand in China. CKJ releases KRG Root Dragon Edition, Vital tonic booster combining vitamin tablet and red ginseng ampoules, in response to the changing market demands. CKJ will continue to evolve and thrive as a wellness category creator in the duty-free industry.



▲ Lotte Danang tax free shop ▲ Boutique Store at Incheon International Airport ▲ Ginseng Museum Cafe in Manhattan, NYC



▲ Red Ginseng & Pomegranate Royal, Vicens, Evertime Royal, Vital Tonic Booster

CKJ presents a new trend in herbal supplement in TFWA APEC

CKJ is attending TFWA AP Singapore for first time in four years after the pandemic. The booth is based on the pattern of "Hanok", a traditional Korean house, with gold and black tone. At the same time, the concept of nature provides comfortable atmosphere for visitors. CKJ is one of the main sponsors that has consistently supported TFWA networking events. This year is no exception. CKJ offers drinks combining superfoods such as red Ginseng ampoules, pomegranate and Aronia, and hopes attendees will enjoy networking in the hot Singapore night with the fresh energizing drink.



▲ TFWA Chil-out party sponsored by CheongKwanJang



▲ CheongKwanJang brand booth in 2023 TFWA APEC (B2 - E2)

Reaching for the top



Two months ago, Kose Travel Retail launched the travel retail exclusive skincare product Décorté. Established in 2020, Kosé Travel Retail is an offshoot of the Japanese skincare products company Kose. The Kose group is currently in the beauty companies sector top 20 and aims at reaching the top 8 by 2026.

“The travel retail business is a key driver to that effect,” said Hiro Kitaki, Director, Marketing Division, Kose Travel Retail.

Kose is already well distributed in the travel retail networks of Asia and Oceania, and the goals of the company are now to expand in Europe, North America and the Middle East. “That’s why we’re here – to build partnerships, negotiate concessions, make projects with operators and reach out to potential customers,” said Kitaki.

As part of this expansion strategy, Kose Travel Retail has recently redesigned its visual branding, with a strong focus on identity, luxury and sustainability.

 **Level 1/1-M15**

Elizabeth Arden adds new capsules to its collection

Elizabeth Arden is set to launch a new addition to its popular capsule collection that is Retinol + HPR, a time release retinol capsule that will roll out at the end of the year.

Speaking about the new products and also supporting campaigns at the show this year, Revlon and Elizabeth Arden’s Senior Marketing Manager Asia Pacific Travel Retail Joey Hoo pointed out that the brand is becoming more accessible and highlighted how its latest campaigns are a “fun” take on a brand that delivers exceptional skincare and beauty lines.

Hoo explained: “Elizabeth Arden’s travel campaign this year is animated and shows our top products. We wanted to create a more fun impression as Elizabeth Arden has always been so subtle and a heritage brand, so this will offer a bit of fun to the brand.”

 **Level 1/1-R27**



Moroccanoil committed to the Asia region

Moroccanoil SVP Global Retail and Travel Retail John Gates said: “This is our eighth year in Singapore with the exception of the time we all took a sabbatical for obvious reasons. This show, coming back here for us, was important because we look at the region as a reset and to show we are committed to the region in more ways than one.”

Gates explained: “We are launching a new product here in the Asia market called ‘Airy Moisture’ which is a new collection we are launching exclusively for the APAC region. It will start off with a shampoo and conditioner and then we will launch a few styling products to round out the collection, but it is our commitment to this region.”

He added: “Then, we’ll be hitting our reset button on the markets we are already in – that means Korea, Hong Kong, Singapore and Japan and all of our inflight businesses as well.”

 **Level 1/1-Q7**



Rituals identifies plans for the Asian market



Rituals Cosmetics, which puts wellbeing first, is now also showing the Asia Pacific region that it is here for them. Marjet de Vlieger, Head of Travel Retail APAC & Director Hong Kong, Rituals Cosmetics, said: "We want to showcase all of our new launches to our current retailers and we are really excited to launch our home category. The great thing about TFWA Asia Pacific Exhibition & Conference is that it is a really dedicated time for our Asian customers and to showcase our new items."

Level 1/1-R8



Space watches

FIYTA is the China's leading watch brand. It also has a very unique selling point: "We make the space watches for China's astronauts since 2003," explains Jobs Wang, International Business General Manager, FIYTA.

The Space watch collection is the flagship of FIYTA's portfolio. This collection benefits from a very high brand awareness in China and is distributed, especially in the APAC region, in 100+ duty free shops. Its travel retail version includes models not available in the domestic market. FIYTA is here in Singapore to connect with operators in the APAC region and present its POS solutions, including pop-up shops, back-walls, counters and boutiques.

Basement 2/2-F26



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Nanyang Brothers Tobacco is China's oldest tobacco manufacturer and the second-biggest local tobacco brand in terms of sales. Its range of tobacco products includes its household brand, which stands out with its special packaging, the metal can, as well as many other brands.

Among these domestic brands Nanyang Brothers Tobacco makes available to the global market through travel retail the likes of Ligun, Panda, Chunghwa and Peony. This range of products is available in 80 countries in airports, border shops, duty free markets, and cruise ships.

Vera Zhang, Deputy General Manager, Nanyang Brothers Tobacco, said: "Singapore is a great place for introduction to the usual operators of our strategies and new range of products", such as the queen-size and slim-size cigarette, to the region's operators.

 **Basement 2/2-E38**

Exciting path to recovery

Peter J. Zehnder, Head of Division - Global Travel Retail & Shared Services, Lindt, said: "It's quite a buzz and we're very excited to be back. We're here in Singapore to understand the expectations of this region and try to get a feeling about how the recovery will play out. We expect to reach the 2019 level by 2024."

The range of travel retail products now includes Chinese New Year novelties in the Napolitains and Lindor ranges.

The core of Lindt's upcoming strategy in order to recapture the Chinese audience is to focus on POS conversion through enhanced 'giftability' as well as through the implementation of activation campaigns in airports together with clients. One such campaign is currently in place at the brand's stand, where a master chocolatier prepares and hands out chocolate truffles.

 **Basement 2/2-H2**



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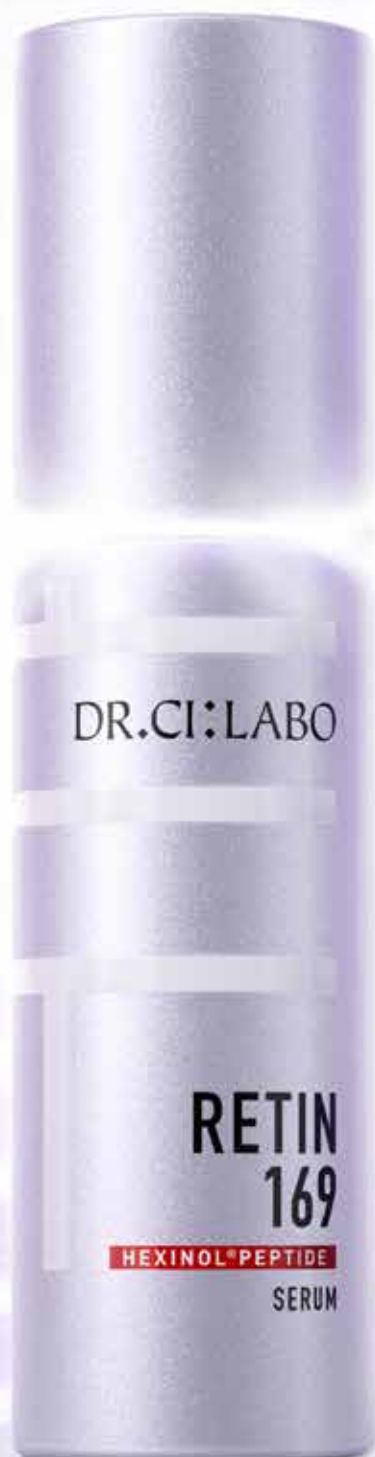
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The logo for TFWA (The Travel Free World Association) is displayed in a bold, dark blue, sans-serif font within a white square.The text 'WORLD EXHIBITION & CONFERENCE' is written in a smaller, dark blue, sans-serif font, stacked in three lines within a white square.The event title 'THE DUTY FREE & TRAVEL RETAIL GLOBAL SUMMIT' is presented in a white, sans-serif font, arranged in three lines against a dark blue background.The event dates and location, '01 - 05 OCTOBER 2023 CANNES', are shown in a white, sans-serif font, stacked in two lines.The slogan 'OPEN WORLD' is written in large, white, sans-serif capital letters, centered over the image of the man in the green suit.