

TFWA

ASIA PACIFIC
EXHIBITION &
CONFERENCE

TFWA
daily
THURSDAY 11 MAY 2023



03

TFWA i.lab Asia
Innovation in action

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**TFWA Asia Pacific
Lounge**
Last night at the Marina
Bay Sands

06

Exhibition news
Comprehensive news from
the exhibition floor

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.

Visit us at **B2-F26**

TFWA App



The TFWA App is a powerful, interactive tool, designed to optimise delegate experience at TFWA events. It delivers all the information you need to participate, network, and more, in the palm of your hand, truly maximising your attendance at TFWA Asia Pacific Exhibition & Conference.

Plan your event, navigate your way around onsite with the geolocation service, connect and meet with your business partners, interact with conference speakers, and be part of the TFWA community all year round.

Scan this code to download the TFWA App:



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
- Asian Bar: Basement 2
- Western Bar: Basement 2
- Sushi Bar: Level 1
- Information services & travel agent: Basement 2

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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
- Ullisse – Level 1 1-P11/11
- Woohoo – Level 1 1-P11/8
- Xctuality – Level 1 1-P11/15

03

Thursday
11 May 2023

TFWA DAILY



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

Travel-X offering a new approach to Chinese travellers

T ravel-X is offering a new approach to Chinese travellers. “With real-time access to 90%+ of travellers’ itinerary data, Travel-X provides a full solution for most participants at TFWA Asia Pacific Exhibition & Conference, including travel retail brands, retailers and airports,” explains Stephen Luo, CEO & Co-Founder, Travel-X. “With the itinerary data, Travel-X can precisely identify those who have booked flights and their destinations, with which participants can launch digital marketing campaigns with transparency, precision and conversion.”

Travel-X is prioritising the travel retail channel as a key part of its vision, so as to build a gateway in the travel industry that includes brands, retailers and airports offering quality services to Chinese travellers. “It is crucial for us to meet them in person to elaborate the uniqueness of Chinese customers and how Travel-X fits in,” says Luo. “Besides, we are seeking partnerships with retailers who can both benefit from our ability to acquire and convert customers and offer brands better options when reaching Chinese customers, as Travel-X will contribute.”

In the TFWA i.lab Asia, Travel-X is eager to share its insights on Chinese travellers and the unique nature of the travel retail business in China. “We believe that our thoughts will inspire international participants and help them understand what we do,” Luo adds. “We hope that they will consider our solutions as an efficient approach to reach Chinese customers.”



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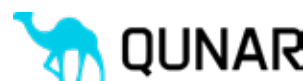
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TFWA Asia Pacific Lounge

The popular TFWA Asia Pacific Lounge, located on Level 4 of the Marina Bay Sands Expo & Convention Centre, featured a special live music performance for its closing night yesterday.



TFWA Asia Pacific Lounge
Main Partner:

TFWA Asia Pacific Lounge:





TFWA Asia Pacific Lounge Product Distribution:



Irish Ambassador to Singapore visits show



Sarah McGrath, Ambassador of Ireland to Singapore (pictured second left), visited TFWA Asia Pacific Exhibition & Conference yesterday.

Sarah McGrath, Ambassador of Ireland to Singapore, visited TFWA Asia Pacific Exhibition & Conference yesterday, where she had the opportunity to tour the exhibition halls and meet with the Irish brands present. “I’m from County Clare, which is where Shannon Airport is located – the

birthplace of duty free,” said Ambassador McGrath. “We have a number of companies here and what’s really nice for me as Ambassador is to see the range of Irish brands. It’s a really beautiful show. What’s local is global and what’s global is local – that’s Ireland’s superpower and is really in action here today.”

Kurate focuses on self-select display for Belle & Beau



Kurate International is highlighting new collections and a focus on its Belle & Beau self-select display unit. It has a clear strategy to drive new business in the region, particularly through the airport, downtown and cruise channels.

Kurate is showcasing a self-select display unit for the Belle & Beau fashion jewellery and watch brand. “We see opportunities for the unit in all travel markets, Asia included,” said Sharon Edwards, Travel Retail/International Key Account Manager, Kurate International. “Where they are already in place the sell-out has been well above our expectations.”

Also new in Singapore is the Author collection of recycled Sterling Silver jewellery.

Basement 2/2-E27

Nestlé highlights latest new product launches



Nestlé International Travel Retail is showcasing its latest new product launches from key brands KitKat, Smarties, Nestlé Swiss and Nescafé. These include the new KitKat Roasted Almond Senses Tablet, KitKat Peanut Butter Gift pack, and KitKat two flavour Mix Sharing bag (including new white variety).

“We are delighted that the exhibition is now back post the Covid pandemic, reflecting the ongoing recovery within the region,” said Aura Sanchez, Global Head of Marketing, Nestlé ITR.

From Smarties comes the new Cool Creatures set. A Milk chocolate and Hazelnut addition joins the Nestlé Swiss 170g tablet range.

Basement 2/2-L32

K E R I N G
E Y E W E A R



L I N D B E R G ^{oo}

Maui Jim



G U C C I

Cartier

SAINT LAURENT

BOTTEGA VENETA

BALENCIAGA

Chloé

Alexander McQUEEN



MONTBLANC



BOUCHERON
PARIS

Pomellato

ALAÏA
PARIS

MCQ





Family-friendly portfolio

Dianne Luhrman has been in the industry for a long time, and when she became the Sales Director of the newly-founded Holland Duty Free in 2017, it was only a matter of reactivating her existing connections.

Holland Duty Free is an operator with an exclusive portfolio focusing on the well-being of travelling families. The flagship brand is the popular Cloudz pillow, which Luhrman said retails below the price of the competition. Colourful kid-size versions are also available, as well as colouring books and face-masks.

Basement 2/2-F03

Belfine creating enjoyment with decorated chocolate lollipops

Belfine, which is present on the Kaimay stand, is showcasing its decorated chocolate lollipops. Steven Candries, Commercial Director, Belfine, explained that the brand has grown out of specialty stores and is making its first steps into duty free and travel retail.

Significant success has already been achieved with Lagardère Travel Retail at Brussels Airport. Belfine was also a winner at last October's Travel Retail Awards held in Cannes during TFWA World Exhibition & Conference. Its Unicorn & Dragon Lollipops were crowned winner of the Best Confectionery and Fine Foods Product category, as voted for by consumers.

"These are affordable, impulse gifts," Candries added. "We are making people happy and driving enjoyment."

Basement 2/2-M2



Sweet recovery in the APAC market

Andreas Reckart, Head of Middle-East and Travel Retail, Ricola, explained that when the pandemic started the Asian market was still developing for the Swiss herbal candy manufacturer. He expects that the situation will gradually get back to normal from this show onwards. "The key focus for us in this region is airport retailers," said Reckart.

While Ricola's products are benefitting from an appeal "across the board", the packaging for the region is different from the one in Europe, with a clear preference for the tins.

Basement 2/2-H6

Locker launches new travel pack and increased focus on sustainability

Loacker is highlighting the fact that all of its pouch packs are now paper-based – a move that has been very well received among its customers as it places a strong emphasis on sustainability.

On the product side, Loacker is showcasing a new travel pack – a bottle made with 50% recycled plastic, which contains a 'Mini Mix' of eight of the company's delicious Minis. "It includes our newest flavour, peanut butter, plus all of our favourite flavours," said Daniel Kerschbaumer, Deputy Business Director Middle East/Central Asia/Indian SC, Loacker. "We have been presenting the new travel pack to our clients in Asia Pacific here at the show. They are very happy with it, as well as our move to paper packaging."

Loacker is also presenting its popular biscuit line for travel retail.

Basement 2/2-G18



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Premium chocolate for all



With its Munz and Avelines brands, the Swiss chocolatier Maestrani is a premium staple in the Swiss domestic market and top three in chocolate sales at Zurich and Geneva airports. Here in Singapore, they're introducing the Avelines Gold travel retail exclusive collection, which focuses on premium giftability. It will be released in October. Its sister collection Aveline princesse is based on a traditional Swiss almond-based chocolate recipe. Launched in Singapore under the Munz brand, the Kids' Line offers milk chocolate fun in toy-shaped tin boxes that can be used for fun during travel.

Basement 2/2-F22

Demonstrable sustainability



KT International is introducing here to the APAC market its travel retail exclusive Corset and The King capsule editions that were first presented last year in Cannes. Ecological series for both ranges are to be announced later this year in Cannes. The Bulgarian tobacco manufacturer has been ramping up its sustainability credentials with the construction of an 18-acre solar panel field on its production site in Plovdiv. The 5,000 solar panels would produce enough energy to power 15,000 households and will be able to cover more than 80% of the company's energy needs. It will be inaugurated during the summer.

Basement 2/2-E37

Ian Macleod leads the way in GTR with whisky and gin



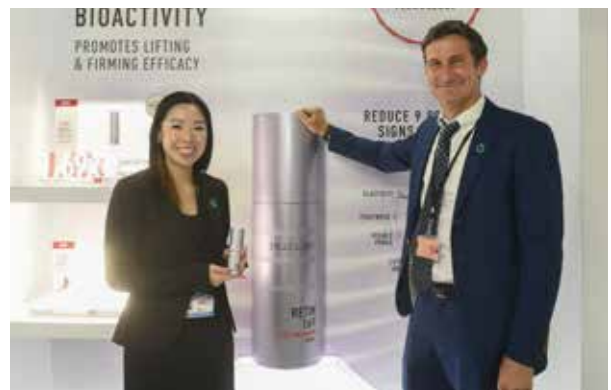
Ian Macleod Distillers has revealed a line-up of travel retail exclusive whiskies and gins to tap into the differing tastes and demographics of spirits drinkers.

The Rosebank Lowland Single Malt 1990 vintage is getting lots of attention alongside the blended Scotch brand King Robert, the accessible White Cask Speyside single malt, Shieldaig Highland single malt for the traditional audience, and the 'As We Get It' Highland single malt Scotch whisky.

Also newly-launched is the Orange & Basil Gin under Ian Macleod Distillers' Edinburgh Gin brand.

Basement 2/2-M01

Derma cosmetics innovation



Tapping into the growing popularity of pre-aging products, Dr.Ci:Labo is showcasing its next major launch – the Retin 169 Pre-Aging line. Pre-aging products are increasingly in the spotlight as consumers look to take a more proactive approach to skincare, tackling the early signs of premature aging before they develop.

Philippe Gueulet, Dr.Ci:Labo International Commercial Director, Johnson & Johnson Consumer ASPAC, explained that the formula boosts Retinol efficacy by x1.69 and enhances collagen production to reduce nine pre-aging signs after just one week of use.

The range, which launches in travel retail in Asia from September, includes a Face Serum (45ml), Eye Serum (15ml) and Face Cream (50g).

Level 1/1-S8

Foreo highlights FAQ products and advancements



Digital beauty brand Foreo is reminding visitors to the show that its FAQ brand has a raft of new product innovations. Foreo Assistant PR and Marketing Manager Cherie Tsang said: “We found last year, when we were in Cannes, people knew Foreo, but not FAQ.”

Tsang explained: “We are starting to build the FAQ brand and showing some of our fresh new products that were only launched last month.”

She added that the roll out has already started in China and now it is in Hong Kong and Korea as well before the company is set to go global, including launching across duty free.”

Level 1/1-R12

Korea Ginseng looks into other antioxidants



Korea Ginseng Corp. is getting behind the antioxidant benefits of Aronia and marketing its products for returning Chinese consumers. Speaking about the trend for all things plant-based, Korea Ginseng Corp. Global Digital Biz Department Manager Sangmin Oh said: “After Covid-19, we noticed that a big consumer trend involved people looking for more items that were plant-based.”

This is when the company looked into incorporating berries into its ingredients list to work alongside its ginseng products. “We developed Aronia products that have more than 10 times the antioxidant ingredients of blueberries.”

Basement 2/2-E2

MAVALA

SWITZERLAND



Your
Beauty
in good hands

TFWA AP 2023 – STAND 2-K1

www.mavala.com – MavalaInternational – mavala

Grupo Osborne bringing luxury products



Grupe Osborne is showing GTR and Asia Pacific consumers that it has many luxury items, from wines to gins through to fine food. Osborne Global Travel Retail Manager Cathy Rolland said: "For us, participating in the Singapore show is about expanding in Asian travel retail. We are well-represented in Europe as a Spanish winery, but we also make the best ham in the world, also from Spain, and we own an organic caviar which is the first organic caviar in the world, also from Spain."

Rolland explained: "Here, we have a lot of potential to make new listings, especially for our Nordes Gin and our Gold 999.9 Gin."

Basement 2/2-N14

Jägermeister shows it has arrived



This year is Jägermeister's first time as an exhibitor after attending many TFWA shows as a visitor. Speaking about its decision to exhibit in Singapore, Jägermeister Trade Marketing Director Global Travel Retail Stephanie Cleary explained: "We are just showcasing who we are and what we do" and gestured to the enormous stand with its trademark stag's head and orange and green neon.

Cleary described the Jägermeister stand as "an example of what it can bring to an airport" and the stand this year highlights what the company activated in Hainan. "It's an exact replica," said Cleary, adding that it is a show of commitment to the APAC region.

Basement 2/2-F2



Premium eyewear reboot

Founded eight years ago through the integration of eyewear in the fashion group, Kering Eyewear is the biggest luxury eyewear company in the world, with a portfolio including brands such as Lindberg, Gucci, Cartier and Saint-Laurent. Here in Singapore, they are presenting the premium sunglasses brand Maui Jim, which the company acquired in 2022. "It's the second eyewear company in the US and, following the end of the pandemic, we are relaunching it worldwide with a huge focus on the APAC region," said Emanuele Lasagna, Head of Global Travel Retail, Kering Eyewear. "Travel retail is the biggest growth opportunity for this outdoor brand."

Level 1/1-R26

Brown-Forman readies its super-premium whiskies



Brown-Forman is unveiling its high-end whiskies in Asia this year with particular focus on American and Scotch single malts. Speaking about its plans in APAC, Brown-Forman Vice President Managing Director - Global Travel Retail David Rodiek said: "Brown-Forman is very much focusing on its super premium whisk(e)y portfolio in Asia Pacific, including our key brands such as Jack Daniel's and Woodford Reserve on our American side, but also now our single malt Scotch Benriach and Glenglassaugh."

Rodiek explained: "Also for the roll-out of Jack Daniel's single malt, which we already had a sneak peak of in Cannes and are now rolling out to Asia Pacific."

Basement 2/2-K2

Golden vodka



Founded in 2020 by travel retail veteran Garry Maxwell, GMax Travel Retail has a portfolio of liquors, beauty products, gifts and electronics. “Our goal is to bring together emerging brands with a unique USP,” explained Maxwell.

With the help of wines and spirits consultant Tim Young, this portfolio now includes Au Vodka. “We have supplied airlines, airports, cruise ships, ferries... everything travel retail,” said Maxwell. “The reaction is amazing.”

After its first successful steps in the Europe and US markets, the GMax Travel Retail team is here at TFWA Asia Pacific Exhibition & Conference to release its young and innovative portfolio in the Asia Pacific market.

 **Basement 2/2-L8**

Fresh excitement



William Grant & Sons has an eye-catching two-storey stand that personifies its commitment to travel retail within the region. Its focus is on the Glenfiddich Perpetual Collection, the brand's biggest launch in global travel retail in the last decade. The collection features four single malt whiskies, each matured within vats that have never been emptied, adding continuous layers to flavours.

“We are thrilled to now see a strong resurgence in passenger traffic across Asia Pacific,” said David Wilson, Managing Director, Global Travel Retail, William Grant & Sons. “Our new Glenfiddich Perpetual Collection, which is exclusive to travel retail, we believe has brought fresh excitement for Glenfiddich and travel retail.”

 **Basement 2/2-N19**




Cinco Jotas

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OF SPANISH GASTRONOMY

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VERDILAB works alongside nature



Luxury skincare brand VERDILAB, which is tapping into a new mindset of skincare consumers and driving a positive approach to looking natural and ageing, is showing how its products can enhance skin's natural vital functions from within.

Speaking at the show this year, VERDILAB Founder and CEO Victoria Neymann said: "If you look at VERDILAB, we are combining two very important fields – we are science-based and we are bringing the technology based on years of scientific research."

Neymann explained: "Our technology reinforces the immunity of the skin and this is part of the DNA of the brand. We are 100% natural. Everything is coming from nature. The formulas are very clean. You will not find any type of silicones, which is rare, or any type of microplastics. Our products are suitable even for very sensitive skin, which is important for Asia."

 **Basement 2/2-M25**

High quality skincare meets authenticity



Dr. Barbara Sturm, which is already a huge skincare brand in both the US and UK, is branching out to Asia and GTR because of its highly successful roll-outs.

"We are a doctor-driven, performance-focused, high-quality-ingredient skincare brand," said Rolando Stefanos Zabban, GM UK & SVP Rest of the World, Dr. Barbara Sturm. "The brand was founded by Dr. Sturm back in 2013. She is an orthopaedic doctor and did a lot of work with athletes, reducing joint inflammation. She found out the effect inflammation had on different body parts and continued her research into the effect of inflammation on the skin. She is the one that pioneered the vampire facial and she worked with Kim Kardashian back in LA and it was all about taking the white blood cells from the patient to make a cream from that, so a very personalised type of product."

 **Level 1/1-N7**

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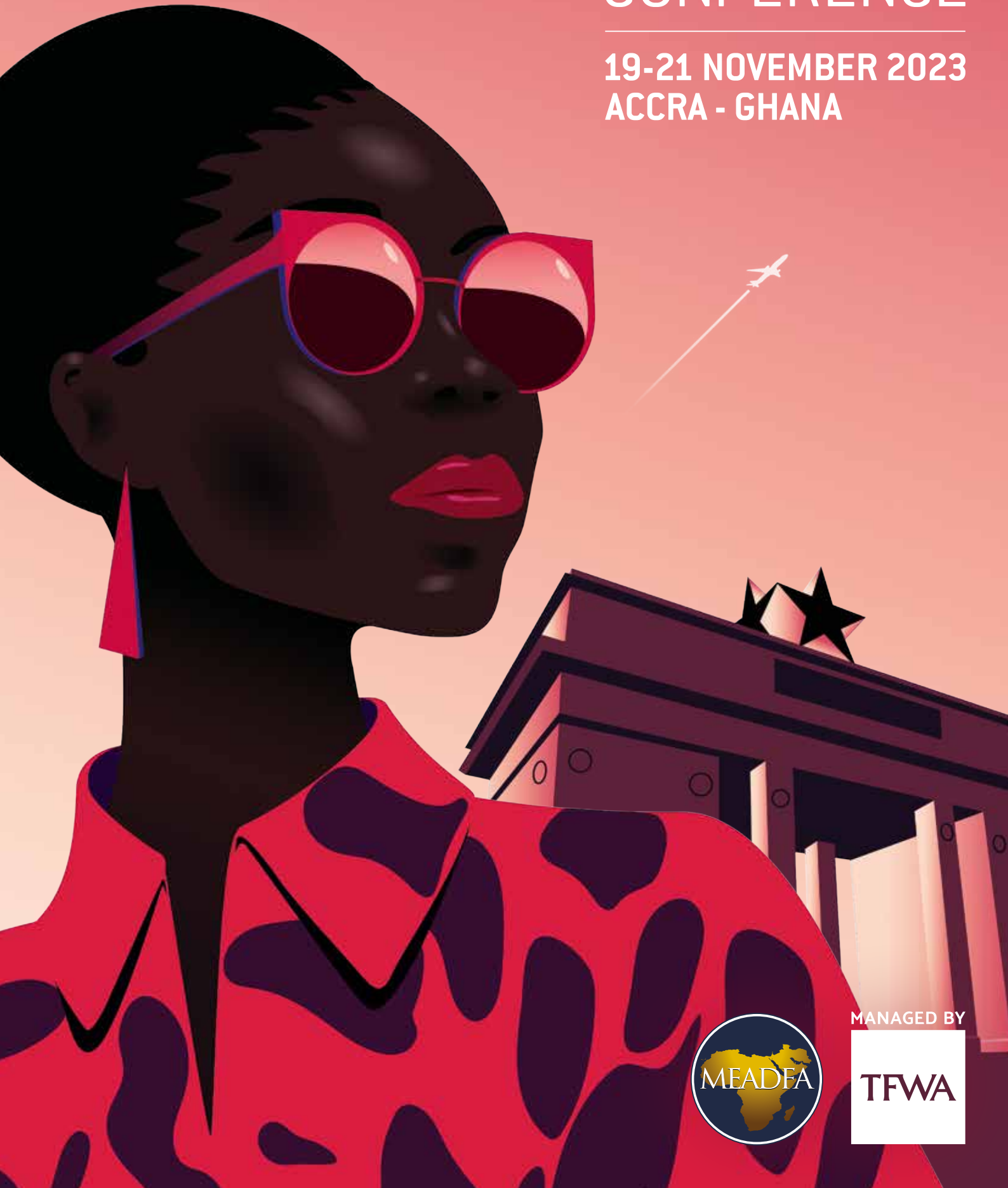
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**ASIA PACIFIC
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**12 - 16 MAY 2024
SINGAPORE**

