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TFWA
daily

TUESDAY 3 OCTOBER 2023



Erin Meyer
Professor and Author, INSEAD

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Conference**
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
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Official exhibition opening



TFWA World Exhibition opened immediately following yesterday morning's conference. The ceremonial ribbon-cutting was performed by the Deputy Mayor of Cannes Thomas Depariente, TFWA President Erik Juul-Mortensen and the TFWA Board.

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TFWA Handbook: The Anatomy of an Industry

Defining, measuring, analysing and commenting on today's global duty free and travel retail market, the latest edition of the TFWA Handbook is an indispensable guide to a multi-billion-dollar industry. For more information, login to the Member section of TFWA 365.

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“There is deep polarisation in the US today and dysfunction in American politics”

Bob Woodward, Associate Editor of the Washington Post, is acclaimed as one of the best and most influential journalists of all time. Inviting him to the stage, moderator Stephen Sackur, broadcaster, journalist and the presenter of long-running BBC World current affairs programme HARDTalk, described Bob Woodward and Carl Bernstein's reporting of the Watergate scandal in 1972 as the “scoop of all scoops”, adding that Woodward “perhaps had access to power in Washington DC like no other journalist of his generation.”

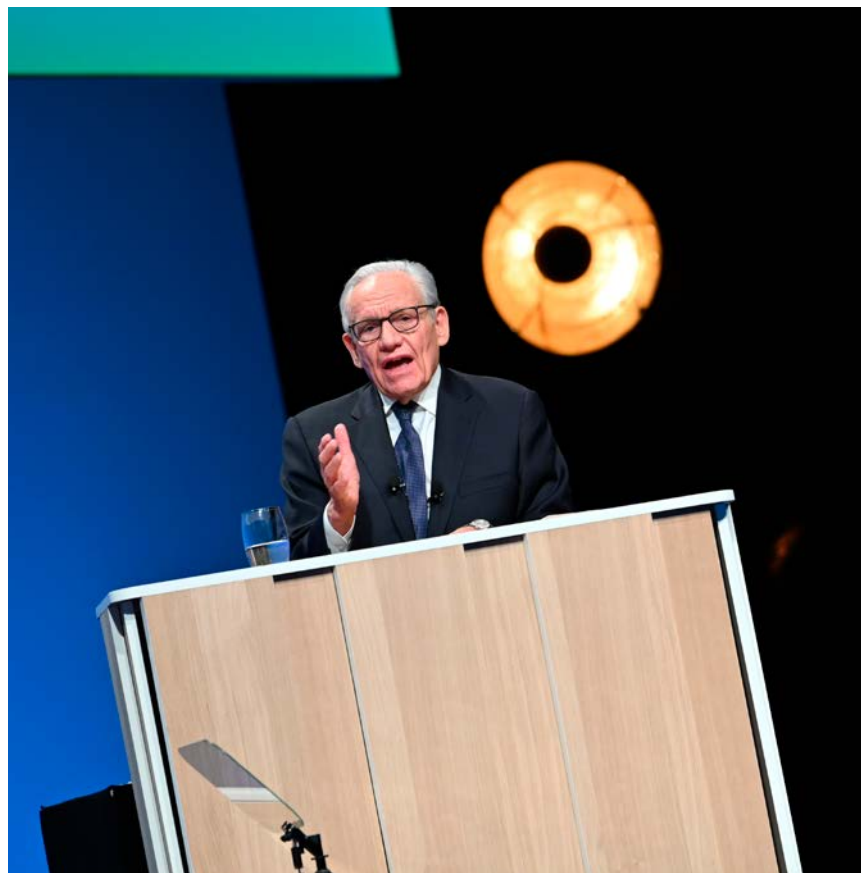
Commenting on Watergate, Woodward said: “When you go back to 7 August 1974, President Nixon was facing impeachment, would be charged in the House of Representatives and could have been facing a Senate trial supposedly. He called senior members of the Republican Party to the Oval Office in the White House and asked, ‘what am I going to do need here?’. Under the US Constitution, he would need 34 votes to stay in office. Barry Goldwater – for US Senator – was chosen as the Republican Party spokesperson and said ‘Mr President, I’ve counted, you have five votes and one of them is not mine. The next night President Nixon announced that he was resigning. That is the legacy of the Republican Party speaking its conscience.”

Woodward added that, when making his resignation speech, and having to give up the Presidency he had fought all of his life for, Nixon unfurled his grievances. “Then he turns to the camera in one of the most unexpected moments and says, ‘always remember others may hate you, but those who hate you don’t win unless you hate them, and then you destroy yourself’. Think of that – hating is the poison. This is the legacy of political hate that lives on.”

Woodward contrasted this with former President Trump, himself now facing criminal trials, while it seems both the Republican Party and a significant portion of the American people still think he’s a viable person to sit in White House. “Donald J. Trump is saying what Nixon said when he finally departed the White House,” said Woodward, who interviewed Trump during his last year in office.

“Trump agreed that I could interview him in his last year as President,” said Woodward. “The phone would ring, and my wife and I

Yesterday’s conference welcomed two-times Pulitzer Prize-winning journalist Bob Woodward, Associate Editor of the Washington Post, and acclaimed as one of the best and most influential journalists of all time. From his role in exposing the Watergate scandal to his recent books covering the Trump presidency, Woodward shared a unique perspective on US and world politics at a time of heightened tension in global relations.



Yesterday’s conference welcomed two-times Pulitzer Prize-winning journalist Bob Woodward, Associate Editor of the Washington Post, and acclaimed as one of the best and most influential journalists of all time. From his role in exposing the Watergate scandal to his recent books covering the Trump presidency, Woodward shared a unique perspective on US and world politics at a time of heightened tension in global relations.



Bob Woodward, Associate Editor, The Washington Post: "There are four pillars I use – am I getting information from witnesses, from participants, from contemporaneous notes, or from documents? That brings you closer to reality. Those are the standards and I can apply them as best I can, but not perfectly."

would think is it one of our daughters, is it a friend, is it a robocall, or is it Donald Trump? It would often be Trump, trying to open up."

Illustrating "the legacy of political hate that America lives with", Woodward explained that one of their interviews took place at Trump's Mar-a-Lago in Palm Beach, Florida. "He's been impeached and is calling for an investigation into Joe Biden and his family. He brings in his media consultant, opens a laptop and says I want you to watch this. It shows some of opponents, leading Senators, watching Trump deliver his State of the Union address. Trump says he sees the hate, as he is so infused himself with hate and that's the legacy that we have now. There is deep polarisation in the US today and dysfunction in American politics."

Commenting on why at least one-third of the American public, maybe more, are ready to vote for Trump in 2024, Woodward said: "A lot of people feel angry and left out. They feel that Trump is an embodiment of hope and part of this is the tax cuts made when he was President. There is a sense of 'I'm going to pay back the elites' – that is his base and that's immovable. The Republican Party is asleep

and is totally subservient to Trump and his base. This is all built on lies."

"Let the silence suck out the truth"

Woodward has a record that arguably no other journalist can match in terms of being inside the room and close to power. The key he said is patience and research. Woodward also emphasised the power of silence. "As a reporter, you need to let the silence suck out the truth. The key is to take people as seriously as they take themselves. The egos in Washington DC are so big and you have to realise when you are interviewing a sitting President – whether it is Barack Obama, George W. Bush, or Bill Clinton – that you are dealing with a presence. As far as they are concerned they are an important part of history and you have to take that seriously."

Sackur asked if we are becoming a post-fact media landscape, where facts are so disputed that they are losing value. "Some of that has happened and it's a massive mistake of journalists," said Woodward. "There are four pillars I use – am I getting information

from witnesses, from participants, from contemporaneous notes, or from documents? That brings you closer to reality. Those are the standards and I can apply them as best I can, but not perfectly."

Close to the end of his address, Woodward shared a reading from the Nixon tapes, recorded shortly after his Presidential election victory in 1972, when he was sitting in the White House with Henry Kissinger, former US Secretary of State: "Remember we're going to be around and outlive our enemies Henry. Also, never forget that the Press is the enemy, the establishment is the enemy, the professors are the enemy. Write that on the blackboard 100 times and never forget it."

Noting the similarities to today, Woodward added: "Trump does not understand democracy because it's about the people and Trump is about himself. The likelihood of him winning the Presidency in next year's election is just as likely as not. It is 50/50. We'd better tremble about a Trump Presidency. The self-examination that is necessary is what this political contest is going to be about, but we don't know the outcome."

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Dr Pippa Malmgren, Author, Economist and Entrepreneur: "The world is changing incredibly fast and you need to keep up. Many positive advancements and innovations are set to make the world economy grow much faster and better. The rewards will go to those who bring the most imagination and creativity to this new situation."

"Many positive advancements and innovations are set to make the world economy grow much faster and better"

The TFWA World Conference heard a fascinating address from Dr Pippa Malmgren yesterday. Over the course of a diverse career, Malmgren has worked in the White House as a political and trade advisor, and more recently has founded a number of start-ups in a range of fields including robotics and AI.

As a global authority on the impact and uses of technology for business, and a former White House political and trade advisor, Dr Pippa Malmgren, Author, Economist and Entrepreneur, shared some unique insights in yesterday's TFWA World Conference.

"The world is changing incredibly fast and you need to keep up," said Malmgren. "Many positive advancements and innovations are set to make the world economy grow much faster and better. The rewards will go to those who bring the most imagination and creativity to this new situation."

Drawing on her time working in the White House as a political and trade advisor, Malmgren offered a compelling perspective on the current geopolitical and economic climate, which remains unstable and unpredictable. "The economy does not wait for politicians or politics. These things can slow the innovators down, but innovation will happen nonetheless. But, when politics and geopolitics support innovation, things speed up. I think that is now happening."

Commenting on globalisation, she asserted that it is continuing, but is different than it was before. "Re-localisation of supply chains is actually expanding economic activity," said Malmgren. "It's very beneficial to all of us. In the meantime, we're at a really tough place in geopolitics and a moment in history where nuclear war is being threatened."



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The importance of creativity

Malmgren noted that we must prepare for a big uplift in where the world economy is going. “The reality is that people are still aspirational, they want a better life, and they are interested in a world that is a lot greener. How are you going to deal with this in a world where headlines about geopolitics and the world economy dominate? The answer is creativity and you are in a creative space.”

Illustrating her point, Malmgren took the audience into space, highlighting the possibility of unlimited, clean, green energy from space, nuclear fusion harnessing the power of the sun, and the potential of asteroid mining. “If you’ve spent your whole life thinking about scarcity, now might be the time to think about abundance – it’s about changing the mindset,” said Malmgren. “After a lifetime of thinking about scarcity and hydrocarbons, maybe we’re on the brink of clean, green, infinite possibilities. Alongside this we’re witnessing the building of the first interplanetary internet – connectivity everywhere. We’re going to see manufacturing in a way we haven’t seen before. We are at a once in a species moment – we’re not going back to the moon to step on it, we’re going there to stay and to build launchpads to go further into the galaxies.”

Malmgren also referenced how governments worldwide are devoting significant resources into supercomputing and quantum computing. “Our capacity to problem-solve is expanding at a rate we almost can’t imagine, with the ability to create new materials and to create life itself. Without deviation from the norm, progress is not possible.”

“Authenticity is everything when transparency is everywhere”

Malmgren’s most recent book, ‘The Infinite Leader’, won the International Press Award for the Best Book on Leadership for 2021. She summarised some of the key messages from the book and how these could potentially be applied by leaders in the travel retail industry.

“Work needs to be fun and inspiring,” Malmgren explained. “People will work hardest for an idea that will transform the world for others. You need to be aware of technological changes that will bring abundance and growth. This means getting out of a scarcity mindset. Authenticity is everything when transparency is everywhere.”

As a global authority, Malmgren also shared some key insights on the impact and uses of technology for business. “Artificial Intelligence (AI) is a game-changer because it empowers individuals to create and run businesses, apps, websites and more without needing to pay a fortune to a coder anymore,” she said. “It will liberate creativity in people who do not code. In addition, we are at the brink of technologies that will transform our world from a place of scarcity to a place



Dr Pippa Malmgren, Author, Economist and Entrepreneur: “Now, people want and need experiences, immersion and an ongoing relationship with suppliers. Now is the time to get more intimate with your customers.”

of abundance. Space and physics are the new frontiers of this innovation. We can now expect to see unlimited cheap green energy from space-based solar power and nuclear fusion within a few years, as well as new forms of mining and refining and interplanetary internet connectivity. Our understanding of reality itself is becoming more accurate as we develop supercomputers and analytical tools that were impossible in the past.”

Malmgren has founded a number of start-ups in a range of fields including robotics and AI and emphasised that these technologies will continue to change the way we live, work,

and even think. “AI is currently optimising for cost and efficiency. Humans bring other things to the table including creativity, love, joy, humour and a capacity to innovate in lateral or non-linear ways. Humans + AI = progress. AI without humans = problems.”

Concluding an inspiring address, which truly inspired the audience to bring more creativity to the experience and the offering, Malmgren commented that being tax free isn’t enough anymore. “Now, people want and need experiences, immersion and an ongoing relationship with suppliers. Now is the time to get more intimate with your customers.”

Breaking through the invisible boundaries of global business



In a truly energetic address to yesterday's TFWA World Conference, Erin Meyer, Professor and Author at INSEAD, shared some key insights from her groundbreaking work on decoding how cultural differences impact international business.

Yesterday's conference speaker line-up included Erin Meyer, Professor and Author at INSEAD. Her book 'The Culture Map: Breaking Through the Invisible Boundaries of Global Business' saw her nominated as one of the most influential business thinkers in the world, thanks to its groundbreaking work on decoding how cultural differences impact international business. In an industry as international as travel retail, Meyer's insights resonated and provided delegates with fresh ways of looking at how global businesses are managed.

Globalisation has led to the rapid connection of internationally-based employees from all levels of multinational companies. Meyer explained that, where once an employee might have been expected to primarily collaborate with colleagues from their own country, today many people are part of global networks connected with people scattered around the world. Her book – 'The Culture Map: Breaking Through the Invisible Boundaries of Global Business' – includes vital insights for working effectively and sensitively with one's counterparts in the new global marketplace.

Meyer described low context versus high context communication cultures. "In a low context culture, while we communicate we assume we have a low level of shared reference points, shared knowledge or information. In these cultures, we believe good effective communication is very explicit, simple and clear. In a high context culture, we assume a large amount of shared reference points, so we believe good, effective

▲
Erin Meyer, Professor and Author, INSEAD: "In a low context culture, while we communicate we assume we have a low level of shared reference points, shared knowledge or information. In these cultures, we believe good effective communication is very explicit, simple and clear. In a high context culture, we assume a large amount of shared reference points, so we believe good, effective communication is more sophisticated, layered or implicit."

communication is more sophisticated, layered or implicit. I teach in English and in French – in the French language there are words that mean high context and we don't have these words in English."

In those countries further to the right on the scale, there is more thinking between the lines. Meanwhile, those countries on the left have what Meyer described as "spell it out cultures".

"All Anglo-Saxon cultures fall to the left-hand side of the scale," she said. "English is a more literal language with less opportunity or necessity to read between the lines. All Latin American and Latin European countries fall more towards the right – the languages tend to be higher context. The highest context culture in the world is Japan. Japan is an island society, with a homogenous population and people living in close proximity for thousands of years, who have reached the point where they can 'read the air'."

Meyer explained that, in international collaborations, most misunderstanding does not happen when one low context culture is working with another low context culture, or a low context culture with a high context culture. "We see that most misunderstanding in international collaboration is between two high context cultures, speaking between the lines and 'reading the air', but they have different 'air'."

The key takeaway is that a high context culture is great when two countries have the same culture. "When it is difficult, we have to

move towards a lower context culture," said Meyer. "Multicultural teams need low context processes. With low context people, be as explicit as possible – put it in writing and repeat key points. With high context people, ask clarifying questions, repeat yourself less, and work on increasing your ability to 'read the air'."

Decoding how cultural differences impact international business

The second dimension Meyer spoke about was how we give negative feedback in different cultures, describing direct negative feedback and indirect negative feedback. "I do believe that, no matter where we come from, we want to give feedback that is as constructive as possible," she said. "However, it is complicated as what is seen as constructive in one culture, is seen as destructive in another. What would it mean to be high context but direct? These are cultures where people 'read the air' a lot, but when it comes to feedback are more likely to use words where negative feedback comes on stronger. Low context but more indirect cultures – such as the US which is the lowest context culture in world – are all about transparency and clarity when it comes to delivering feedback. Americans give more positive feedback than any other culture in the world."

The third dimension is our comfort with silence. Meyer explained that those who have a low comfort with silence will become

uncomfortable at around the two-second mark. Whereas those with a higher comfort with silence are more likely to see silence as something positive – they will assume something is thinking before they respond or, indeed, they may not even notice the silence. "In Japan, there can be 8-10 seconds of silence before people think there is anything unusual."

Meyer's insights from the field-tested model for decoding how cultural differences impact international business were truly fascinating, combining a smart analytical framework with practical, actionable advice for working in a global world. "By analysing the positioning of one culture relative to another, the dimensions enable you to decode how culture influences your own international collaboration. It's not categorising what a culture is like, which doesn't mean anything. Instead it's a question of how different cultures will perceive or relate to each other based on their gap on the scale."

*Erin Meyer, Professor and Author, INSEAD:
"Multicultural teams need low context processes. With low context people, be as explicit as possible – put it in writing and repeat key points. With high context people, ask clarifying questions, repeat yourself less, and work on increasing your ability to 'read the air'!"*



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TFWA President Erik Juul-Mortensen: "Our industry has discovered a new creativity in its approach to attracting and engaging travellers. But post-pandemic cannot just be a return to pre-pandemic. Reliance on more of the same is not enough."

"Our industry has discovered a new creativity in its approach to attracting and engaging travellers"

Yesterday's conference was opened by TFWA President Erik Juul-Mortensen, who drew on his more than 40 years of involvement in the duty free & travel retail industry to give his perspective on its immediate and long-term future, at a time of considerable change.

TFWA President Erik Juul-Mortensen opened yesterday morning's conference, highlighting that there is plenty of positivity around duty free and travel retail at the moment. "People are hungry to travel again, as shown by the healthy results many airlines have reported this year, but we are not quite back to where we were in 2019," he explained. "IATA global passenger numbers for the first six months of 2023 are around 10% behind their pre-Covid level, although the deficit for June narrowed to 5.8%."

The recovery is, however, patchy, with some airports in Europe much closer to pre-pandemic levels. "Traffic in Asia is taking longer to return, with the region's airline passengers in June at three-quarters of their 2019 level, but China's recent expansion of authorised destinations for group travel will help," said Juul-Mortensen. "Overall, ACI World predicts global air passenger traffic of 8.6 billion this year, 94% of the pre-pandemic level. But there are concerns in some quarters that rising airfares and the rising cost of living may dilute the demand for travel."

For a clearer picture, TFWA commissioned global management consultants Kearney to examine the current state of the market and assess its attraction to brands as an investment. "The Kearney report, which is based on interviews with over 35 industry experts and a survey of 3,500 travellers from 10 countries, suggests that industry stakeholders must work together more closely to build a true value proposition for our customers," Juul-Mortensen explained. "Even though traffic is recovering strongly, average spend per passenger is below pre-



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pandemic levels. Price perception compared with domestic markets is often negative, and the product offer in travel retail does not always match the expectations of the modern traveller.”

Delegates can learn more in the TFWA Airport Forum tomorrow from 08:00 to 09:00 at the Majestic Hotel.

Major step-changes and initiatives

Juul-Mortensen highlighted some major step-changes and initiatives that all in the industry should embrace. The first of these is sustainability. “We all talk about sustainability, and some companies are doing brilliant work to ensure their products are manufactured, packaged and retailed with minimal environmental impact, while also supporting the communities involved,” he said. “Yet in stores we see isolated displays showcasing products that are labelled as ‘sustainable’. What does that say to our customers? That 1% of our offer is sustainable and the rest is not? No, we need to be more ambitious, setting ourselves key targets for sustainability in our product assortment and communicate those targets and milestones more boldly to our customers.”

Secondly, Juul-Mortensen referred to relevance, emphasising that the travel

retail industry is one of the few in the world whose ability to operate depends entirely on the actions of governments. “Look at what happened in the UK two years ago. The government simply abolished the tax exemption on goods sold to departing passengers. As politicians around the world search for revenues to support stagnating or crumbling economies and ageing populations, how long will it be till our industry is targeted as another fiscal opportunity, rather than being seen as a valuable contributor to vital transport structures, international connectivity and better cultural understanding? Nobody else is going to protect our industry – it’s up to us. And we can do it.”

The first requirement, Juul-Mortensen explained, is data to communicate the size and economic benefits of the industry. “I cannot think of any other sector that doesn’t have reliable data. The ETRC Index is a model for what we need in each region, and it’s only made possible by the data received from retailers,” he said. “Next on my list is the need to stand firm in the face of allegations made about our industry by the World Health Organization (WHO) as part of their protocol to eliminate illicit trade in tobacco products. Let me be clear, the WHO’s misplaced efforts to link duty free and travel retail with illicit trade are a real threat to an important part of our industry.”

The next WHO Meeting of the Parties – the countries that are signatories to the Protocol – takes place in Panama in November.

“At that meeting, the WHO will seek and probably gain approval for a research study to, and I quote the WHO ‘to ascertain the extent of illicit trade in tobacco products related to duty free sales of such products’ and ‘consider appropriate further action’,” Juul-Mortensen commented. “The WHO has already decided that our industry is guilty. For them it’s just a matter to what extent we are guilty.”

The industry recently commissioned an independent detailed study, which clearly shows that, of the illicit trade in tobacco products globally, only 0.067% can be attributed to the genuine duty free and travel retail channel. “Our supply chain is one of the most secure in the world, and the percentage of notified seizures of genuine duty and tax free cigarettes is extremely low and is confined to a small number of isolated instances. That needs to be brought to zero.”

‘Duty Free: Trusted, Transparent, Secure’

Juul-Mortensen also emphasised the importance of the Duty Free World Council’s (DFWC) ‘Trusted, Transparent, Secure’ campaign, which the DFWC and TFWA launched jointly last year. “It’s a crucial element in demonstrating the sound principles that our industry is built on. We need to reinforce our credibility and clearly and publicly position ourselves as a model business, committing to the values that governments, regulators – and our customers – want to see: authenticity, trading honestly, and taking a zero-tolerance approach to illicit trading, counterfeiting and intellectual property theft across every product category.”

In saluting the retailers and suppliers who have already shown leadership by signing up to the ‘Duty Free: Trusted, Transparent, Secure’ campaign, Juul-Mortensen urged every retailer and supplier in attendance to do the same. “Sign the campaign declaration and commit to a zero-tolerance approach to illicit trade within your organisation.”

Juul-Mortensen concluded by highlighting that there is much to be positive about in duty free and travel retail right now: surging passenger traffic; busy airports, airlines, cruise lines and ferries; rising sales and healthy results for many retailers and brands. “Our industry has discovered a new creativity in its approach to attracting and engaging travellers. But post-pandemic cannot just be a return to pre-pandemic. Reliance on more of the same is not enough. The pandemic accelerated the desire to live and shop more consciously, but beyond that it saw a more fundamental shake-up of values and ambitions – a focus on individual and collective responsibility to make this planet a better place, a focus on truth, on authenticity. We need to take heed of those values and embed them as individuals, as companies and as an industry.”



TFWA President Erik Juul-Mortensen: “I salute the retailers and suppliers who have already shown leadership by signing up to the ‘Duty Free: Trusted, Transparent, Secure’ campaign, and I urge every retailer and supplier here today to do the same.”

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ANARA: “a forum for experts to exchange knowhow and intelligence on non-aeronautical revenues”

Ahead of this morning’s TFWA Airport Forum, Isabel Zarza, CEO Southern Europe, Dufry, spoke to Ross Falconer.

The TFWA Airport Forum will explore the work being done to safeguard the future of non-aeronautical revenues as our industry continues its recovery. The session will focus on the findings of Airports Council International’s ANARA (Airports Non-Aeronautical Revenues and Activities) working group, which has brought industry stakeholders together to exchange experience and intelligence on best practice in commercial activities at airports.

“For those who do not know ANARA yet, it is a Sub-Committee of ACI’s World Economics Standing Committee (WESC),” explains Isabel Zarza, CEO Southern Europe, Dufry. “It is a forum for experts to exchange knowhow and intelligence on non-aeronautical revenues. And it also develops best practices and recommendations for the improvement of airports’ commercial businesses.”

The airport travel market has proven to be a resilient and attractive space, showing a strong rebound after the Covid crisis. “Passenger volume is bound to resume growth in line with the historical trajectory, after a steady acceleration of demand seen evolving during the past six months,” says Zarza. “While the fundamentals of the market are solid, the industry is experiencing a significant shift in consumer behaviour and in travel patterns. Consumer demographics have changed, bringing about, among other things, a stronger demand for personalised experiences, a greater influence of social media in purchasing decisions, and stronger interest for sustainable, healthy, and eco-friendly products.”

Travel patterns are also changing, with stronger rebound of domestic and short-haul routes, increasing the share of low-cost service, faster resuming of leisure versus business travel, and different mix in the origin of international travellers, especially on the path to full recovery. “To cater to the needs of these ‘new’ travellers, and continue to lead the travel experience space, Dufry developed a new strategy, ‘DESTINATION 2027’, built around customer-centricity and a travel experience revolution,” Zarza adds.



Isabel Zarza, CEO Southern Europe, Dufry: “For those who do not know ANARA yet, it is a Sub-Committee of ACI’s World Economics Standing Committee (WESC). It is a forum for experts to exchange knowhow and intelligence on non-aeronautical revenues. And it also develops best practices and recommendations for the improvement of airports’ commercial businesses.”



Lucio Rossetto, Chief Business Officer, Lagardère Travel Retail: “Our industry’s overall reputation is at stake and all parties in our ecosystem must stand together to take action and demonstrate the extent of our collective efforts to regulatory authorities. This is key to our long-term sustainability. Illicit trade is harmful to all players and to society at large.”

Ensuring the duty free industry stays clear from all forms of anti-illicit trade

Ahead of his participation in tomorrow’s Duty Free: Trusted, Transparent, Secure workshop (08:00-09:00, Salon Croisette, Majestic Hotel), Lucio Rossetto, Chief Business Officer, Lagardère Travel Retail, shared some thoughts with Ross Falconer.

The Duty Free: Trusted, Transparent, Secure workshop takes place tomorrow at 08:00-09:00, Salon Croisette, Majestic Hotel. “First and foremost, we are grateful to the TFWA for spotlighting such an important issue and giving us an opportunity to promote the important work we are doing to ensure the duty free industry stays clear from all forms of anti-illicit trade,” says Lucio Rossetto, Chief Business Officer, Lagardère Travel Retail. “Our industry’s overall reputation is at stake and all parties in our ecosystem must stand together to take action and demonstrate the extent of our collective efforts to regulatory authorities. This is key to our long-term sustainability. Illicit trade is harmful to all players and to society at large.”

Indeed, this is why Lagardère Travel Retail has placed the fight against this at the core of its ethics commitment, which forms one of the four key pillars of its CSR strategy. “When it comes to putting an end to this, we are leaving no stone unturned, and we are actively fostering action among our partners to ensure we all align to the same high standards,” Rossetto explains. “We follow very strict guidelines to ensure the transparency and traceability in our supply chain and have a zero-tolerance policy. But for us to be able to make a significant difference, we need brands to get onboard too and commit to tighter controls over their distribution channels.”



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Duty Free: Trusted, Transparent, Secure campaign fundamental to our industry's credibility and reputation

The Duty Free: Trusted, Transparent, Secure (DFTTS) workshop takes place tomorrow morning from 08:00 to 09:00, Salon Croisette, Majestic Hotel. Ahead of the event, Sarah Branquinho, President, Duty Free World Council, shared the aims of the DFTTS campaign, and why action is essential, with Ross Falconer.

The Duty Free: Trusted, Transparent, Secure (DFTTS) campaign is a clear and public statement that the industry is one with integrity – in its business dealings and its offer to its customers.

“Through the revenues that it generates, our industry is a vital part of the ecosystem that makes travel possible and accessible, and is a trusted partner for business partners, governments and regulators,” explains Sarah Branquinho, President, Duty Free World Council (DFWC). “While our industry has always fought against illicit trade, we need to do more to demonstrate to governments and enforcement agencies that our industry is a strong ally in the global battle against this scourge. This week, we want to explain why this campaign is fundamental to our credibility and our reputation, and why the whole industry needs to show their commitment to ensuring that our industry continues to be ‘Trusted, Transparent and Secure’. We want to generate more support and agree what the declaration means in practice.”

In a world where society is seeking transparency, probity, authenticity and demanding ever better standards from companies who serve the public in any capacity, the DFTTS campaign is focused on three clear goals:

- Demonstrating our integrity, from the security of our supply chain to our adherence to the complex regulations that govern our industry.
- Publicly stating our zero-tolerance approach to illicit trade, counterfeiting and intellectual property theft, and our readiness to partner with governments and enforcement agencies around the world to combat this threat.
- Underlining our commitment, both as retailers and suppliers, to a totally authentic product offer which our customers can trust.

“We have been really pleased with the level of support we have received from the

Sarah Branquinho, President, Duty Free World Council: “This week, we want to explain why this campaign is fundamental to our credibility and our reputation, and why the whole industry needs to show their commitment to ensuring that our industry continues to be ‘Trusted, Transparent and Secure’. We want to generate more support and agree what the declaration means in practice.”



industry to date, and we want to grow that level of support further in 2023 and 2024,” Branquinho shares. “Commercially, we benefit from the trust our customers have in our industry – people buy in our stores because they know the products they buy are authentic. This campaign seeks to reinforce that trust.”

While knowing that the supply chain is secure, robust and transparent, the industry unfortunately still suffers harm from illicit trade, counterfeiting and intellectual property theft in two key ways:

- Economic harm from lost sales opportunities when consumers purchase illicit goods instead of genuine ones.
- Reputational harm when illicit products are fraudulently mislabelled as coming from the duty free or travel retail channel, even though those products have never entered the supply chain and never will.

“The fact is that duty- and tax-free retailers across the world work closely day in, day out with customs authorities,” says Branquinho. “Our business is de facto constantly under close scrutiny, but suspicion too often still falls on our industry

when in fact criminal gangs are behind the production and flow of counterfeit – and often harmful – products. While our industry has always fought against illicit trade, we need to do more to demonstrate to governments and enforcement agencies that we have a common agenda and that our industry is a strong ally in the global battle against this scourge.”

The DFWC / TFWA anti-illicit trade declaration launched in July 2023 with signatures from six major international retailers – as of today that number has more than doubled, with many of the major retailers in the world signed up. “But, we need this to be a global statement with retailers operating in every country, and suppliers from every category making their own commitment to the ‘Trusted, Transparent, Secure’ values and to a zero tolerance approach to illicit trade,” Branquinho explains. “DFWC and TFWA will be hosting a workshop on the declaration at 08:00, Wednesday 4 October at the Salon Croisette, Majestic Hotel in Cannes. We have great panellists, including representatives from Aer Rianta International, Dubai Duty Free, Lagardère Travel Retail and Qatar Duty Free.”

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BAY VILLAGE, BAY 11**

TFWA Lounge

Today and tomorrow,
Carlton Beach

18:30-21:00

TFWA Lounge: after-work session

22:00-01:00

TFWA Lounge: night-time session

TFWA Lounge returns this year at Carlton Beach. The after-work session takes place today and tomorrow between 18:30 and 21:00. Later in the evening, between 22:00 and 01:00, a night-time session will be held in the TFWA Lounge, with live music for the closing night. The TFWA Lounge is free of charge to badge holders – please present your badge to gain access.

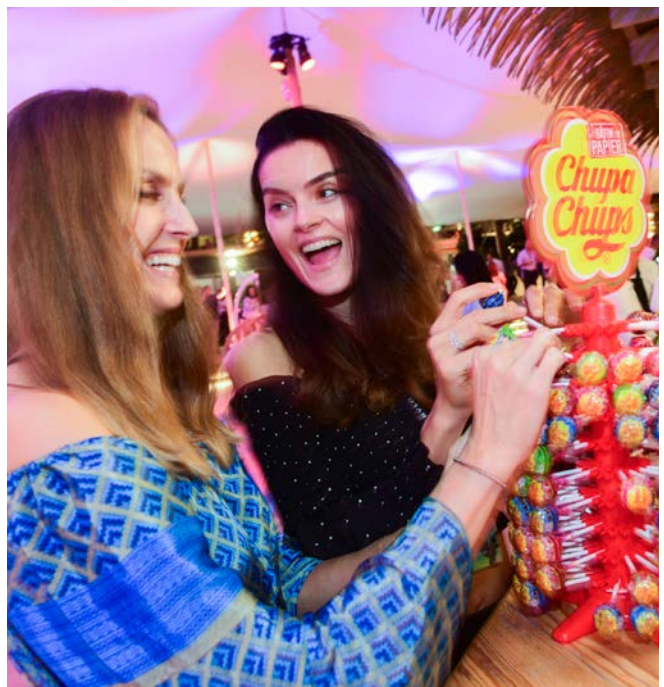
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TFWA Lounge sponsors:



Product distribution sponsors:





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Onsite services

Shuttle service

From Tuesday 3 October to Thursday 5 October: Hotels to Palais des Festivals

The main pick-up points are indicated in bold. For those guests staying in other listed hotels, the shuttle service is available at the main pick-up points.

Hotel Juliana, Grand Hyatt Martinez, Carlton - JW Marriot

Route 1

Pick up and drop off for: 7eme Art, Abrial, Nehô Suites, Alnea, Amiraute, Athénée, Canberra, Cannes Croisette, Carolina, Colette, Cristal, Chryseis, Eden, Esterel, Festival, Five Seas, Florian, Gray d'Albion, Ibis Cannes Centre, La Villa Cannes Croisette, Le Verlainne, Ligure, Little Palace, Hôtel Croisette Beach Cannes - MGallery, Mondial, O'Carré Croisette, Okko, Patio des Artistes, Simone, Splendid, Résidéal, Résidence Carlton Riviera, Riviera Eden Palace, Shtak, Sun Riviera, Unifers, Villa Garbo, Villa d'Estelle.

Hotel Montfleury, Best Western Plus Cannes Riviera & Spa

Route 2

Pick up and drop off for: Golden Tulip - Hotel de Paris, Apart Hotel Villa Annette.

Ibis Style Le Cannet, Amarante, Citadines

Route 3

Pick up and drop off for: Cavendish, Ibis Budget, Le Montaigne, Néméa Résidence, Renoir, Suite Novotel.

Royal Casino Mandelieu, Luxotel, Canopy by Hilton Cannes

Route 4

Pick up and drop off for: Cavendish, Ibis Budget, Le Montaigne, Néméa Résidence, Renoir, Suite Novotel.

Regular Services

Tuesday 3 October to Wednesday 4 October

Route 1:

From Hotels to Palais: every 15 minutes from 08:15 to 19:00

Routes 2 & 3:

From Hotels to Palais: every 30 mins from 08:00 to 10:30

From Palais to Hotels: every 30 mins from 17:30 to 19:00

Route 4:

From Hotels to Palais: every 30 minutes from 08:00 to 10:30

Luxotel + 10 minutes delay on regular timing for each hotel departure

Canopy by Hilton Cannes + 15 minutes delay on regular timing for each hotel departure

From Palais to Hotels: every 30 minutes from 17:30 to 19:00

Thursday 5 October – Exhibition closes at 17:00

Route 1:

From Hotels to Palais: every 15 mins from 08:15 to 10:30

From Palais to Hotels: every 15 mins from 11:30 to 15:00

Routes 2 & 3:

From Hotels to Palais: every 30 mins from 08:00 to 10:30

From Palais to Hotels: every 30 mins from 11:30 to 15:00

Route 4:

From Hotels to Palais: every 30 minutes from 08:00 to 10:30

Luxotel + 10 minutes delay on regular timing for each hotel departure

Canopy by Hilton Cannes + 15 minutes delay on regular timing for each hotel departure. Pick-up point at the Quai Laubeuf car park opposite the hotel.

From Palais to Hotels: every 30 minutes from 11:30 to 15:00

Departure Transfers to Nice Airport

Thursday 5 October

From the Palais des Festivals (Pantiero), every hour from 15:00 to 20:00

Friday 6 October

From the Palais des Festivals (Pantiero): every hour, from 07:00 to 12:00.

Bars

Choose from 4 different bars offering hot and cold drinks along with light meals to enjoy on the spot or take away. Conveniently located in exhibition areas:

- Puits de Lumière (Level -1)
- Red Village (Level -1)
- Green Village (Level -1)
- Mediterranean Village (Level 0)

Business Centre

Location: Level 1

Administrative and communication support from specialist staff plus meeting-room rental, vital back-office help while in Cannes.

Interactive directional screens

TFWA is providing interactive directional screens to help you find your way around the extensive halls.

Luggage service

2 locations this year: Pantiero and in front of the Majestic Beach. The service offers a secure place to store your luggage for the day.

Press centre

Location: Level 1

A dedicated area where journalists can relax, conduct interviews and source event-related information.

Recruitment service

Leading recruitment firm BeThe1 specialises in fashion, beauty, retail and travel retail, with recruiters in Europe and Asia and access to thousands of registered DF&TR professionals. Contact Françoise Bouyer on +33 (0)6 12 38 80 61 or contact@BeThe1.com

BeThe1

Special service desks

Location: Level 1

- Hotel accommodation
- ONEZONE Meeting Service
- Information desk

Wi-Fi

TFWA is delighted to offer a free Wi-Fi service inside the Palais des Festivals. To connect, please use the network 'PalaisDesFestivals WiFi', then input the code on your delegate badge. Technical support is available at a dedicated desk (Viapass) during exhibition hours on Level -1, Red Village.



DFWC Academy Advisory Group meets in Cannes

The Duty Free World Council (DFWC) Academy, a not-for-profit organisation created to raise industry standards through the provision of bespoke training solutions, held its Advisory Group meeting yesterday in Cannes, kindly hosted by Brown-Forman.

Over 4,000 students have enrolled in the Academy's courses since the post-Covid relaunch in 2022 and Academy courses are currently offered by a number of the industry's leading retailers to their frontline teams as an integral part of their training programmes. The courses available in English and Spanish have also been translated into Mandarin and are available to industry employees in China on a dedicated platform. Further course development initiatives were discussed, with exciting details to be announced in the coming months.

The Group elected Sue Gosling, Chief Brand and Culture Officer at Harding+ as the DFWC Academy Advisory Group's (AAG) new Chair, taking up the role from Aude Bourdier (Brown-Forman), who has taken on a senior role outside the duty- and tax-free sector and is therefore stepping down after three years leading the AAG.

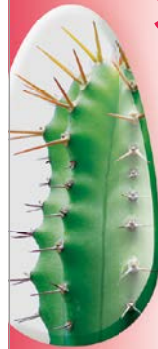
Gosling, the only Cruise industry specific member of the current AAG, brings 20 years of experience to the role across Harding+ for 7 years and in senior marketing roles for 13 years at Dufry/World Duty Free. She also spent 10 years as Marketing Director at electrical specialists Powerhouse Retail.

"I am delighted Sue has been elected to the role," said Sarah Branquinho, President, DFWC. "The DFWC Academy courses are relevant for everyone in our industry, from the aviation, maritime, downtown, offshore, and border channels and it is great to have someone with Sue's expertise across multi channels to lead the Group. Her renowned marketing skills will also be a great asset to the Academy as it grows. I would like to thank Aude Bourdier for her leadership of the Group in recent years and indeed I thank all Advisory Group members for the time and expertise they voluntarily give to the development of the Academy."

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MAVALA STOP-PEN



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Formula with 72% of NATURAL origin ingredients



Suitable for CHILDREN over 3 years old



VEGAN formula without animal origin ingredients



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It is an applicator pen moistened with a bitter tasting aqueous formula, enriched with a nourishing botanical extract for cuticles. Nails and their contour will then regain a beautiful and well-cared for appearance.

MAVALA naturally!

DETERRENT BITTER CARE

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EFFICACY
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TFWA i.lab: innovation in action

The TFWA i.lab opened yesterday within the Golden Village, Level 1 of the Palais des Festivals, with a blend of returning companies and new names active in fields such as digital traveller engagement, in-store solutions, data analytics, sustainable and social initiatives, and services for travellers.

Perfect Corp: AI and AR beauty and fashion tech solutions

Perfect Corp (TFWA i.lab 9) is the leading SaaS Artificial Intelligence (AI) and Augmented Reality (AR) beauty and fashion tech solutions provider. “We deliver virtual try-on solutions for beauty products, watches, jewels, eyewear, skin analysis for more personalised product recommendations and much more,” says Laurent Bouttier, Business Development Director, Perfect Corp Europe. “Our tech-driven solutions improve shopping journeys, making them more personalised and engaging for the customers and more efficient for the brands or retailers. 550 brands already trust us – online or offline.”

In the whirlwind of travel, time is a precious commodity. “The challenge for the travel retail industry is clear: deliver a personalised and efficient shopping experience for jet-setting customers,” Bouttier explains. “Enter the game-changer: Perfect Corp’s virtual try-on solutions. This pioneer is transforming airport shopping, boosting conversion rates, and drawing in more customers. Imagine this scenario: a brief layover in a bustling airport, with limited time to shop. How can you ensure that makeup, skincare, eyewear, or jewellery fit your style? Virtual try-ons hold the answer.”

With Perfect Corp’s tech, travellers step into a virtual world to try products, explore colours, and find the perfect fit in minutes. “It’s like having a personal shopping assistant in your pocket,” says Bouttier. “The benefits are crystal clear. Time-saving



convenience for travellers pressed for time, personalised selections that cater to individual tastes, and a shopping experience on par with traditional retail.”

Last July, Perfect Corp announced its partnership with global travel retailer Dufry to bring AR makeup virtual try-on to airports worldwide. Travellers are able to virtually try-on makeup products from up to 15 brands as the technology rolls out to Dufry’s Reserve & Collect websites in 27 countries and at airport locations around the world with new openings planned before the end of the year.

“On top of our well-known beauty tech solutions, we would like to promote our fashion tech solutions, including virtual try-on for watches, jewellery and eyewear,” says Bouttier. “We also want to promote our partnership with Dufry to onboard more brands in its airport shops and Reserve & Collect websites.”

TFWA i.lab at a glance

- Open **today** and **tomorrow** from **09:00 to 18:30**, and on **Thursday 5 October** from **09:00 to 17:00**.
- **New location:** the TFWA i.lab returns in a new location at the heart of TFWA World Exhibition & Conference, within the **Golden Village, Level 1** of the Palais des Festivals.
- TFWA i.lab pitch sessions take place at **10:30-11:30** today and **14:30-15:30** tomorrow (Golden Village, Level 1, Palais des Festivals).
- Alipay Workshops take place at **11:30-11:50** today and **15:30-15:50** tomorrow (Golden Village, Level 1, Palais des Festivals).
- TFWA i.lab press tour – today at **10:00**, Golden Village, Level 1, Palais des Festivals.

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Stand A6 in Blue village

China Trading Desk: “a real-time analytics platform that delves into the multifaceted behaviour of Chinese travellers”

China Trading Desk (TFWA i.lab 11) is a MarTech innovator specialising in bridging the gap between global brands and China’s dynamic consumer landscape. Headquartered in Singapore, with a strong presence in key cities like Hong Kong, Shanghai and New York, it empowers businesses to extend their reach into the world’s second-largest economy.

“Meet China Travel Dashboard – a real-time analytics platform that delves into the multifaceted behaviour of Chinese travellers,” says Subramania Batt, Founder & CEO, China Trading Desk. “This tool combines real-time flight and booking data with qualitative insights gleaned from our proprietary surveys and consumer behaviour powered by UnionPay data, giving you a 360-degree view of your target demographic. With this proprietary data and our expertise in advertising to the right Chinese audience, we have one of the best-in-class solutions in the world.”

China Trading Desk’s services have been engaged by recognised brands such as the European Travel Commission, LVMH Group, and McArthurGlen to name a few. “With our latest solution on the Chinese Travel Dashboard – we aim to further provide the most relevant and pertinent information to our clients to help decide the best strategies and execution to attract Chinese travellers,” Batt explains.

The company’s primary objective is to amplify its brand’s presence within the duty free and travel retail sectors. “We aim to connect with potential partners, both brands and landlords, who are looking to effectively reach the Chinese traveller demographic,” says Batt. “Our focus is laser-sharp: China and Chinese travellers. Our singular concentration, combined with our advanced, real-time China Travel Dashboard, makes us an unrivalled solution for marketers aiming to maximise the ROI of their campaigns targeting this demographic.”



TFWA i.lab participants

Alipay – NEW	TFWA i.lab 14
Billion Connect – NEW	TFWA i.lab 6
Blynk	TFWA i.lab 5
China Trading Desk – NEW	TFWA i.lab 11
Commersive Solutions – NEW	TFWA i.lab 7
Dayholi – NEW	TFWA i.lab 10
Elba Group – NEW	TFWA i.lab 3
Hylink Group – NEW	TFWA i.lab 13
iClick Interactive	TFWA i.lab 15
Inflyter	TFWA i.lab 1
Intelligent Track Systems	TFWA i.lab 8
JCDecaux	TFWA i.lab 2
MyDutyFree	TFWA i.lab 4
Perfect Corp	TFWA i.lab 9
Voiceback Analytics – NEW	TFWA i.lab 12

TFWA i.lab Main Partner:

Alipay

TFWA i.lab Media Partner:

BW
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TFWA i.lab Digital Partner:

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GLOBAL TRAVEL RETAIL



New this year in Cannes



01

Mario Badescu Skin Care

📍 **Harbour Village Lazy P**

Who are you?

Mario Badescu is a leading US skincare brand respected for providing proven skin solutions, created, formulated, and put to the test daily in our NYC salon since 1967. Embraced by celebrities and appreciated across generations, we cater to a diverse customer base at an accessible price.

Who buys your products?

At Mario Badescu, our products serve a wide range of individuals spanning from age 15 to 80. Our legacy, built over generations, has fostered a deep connection with our NYC salon clients and customers, transcending time, and demographics. From acne treatments to antiaging there is something for everyone.

Why exhibit now?

Mario Badescu continues to grow its presence in worldwide markets. With our desire to go into every individual's skincare routine, we want to cover all channels of distribution available for our customers. Travel retail in particular suits us well as we know how important it is to take care of your skin while on the go, "because good skin is forever".

What are your objectives?

We want to showcase our products, services, and innovations to the industry:

- Present our offerings to existing and potential clients.
- Connect and build relationships.
- Learn about new market insights, customer preferences and strategies.
- Media exposure.
- Educate our audience on why Mario Badescu is a great add-on to their portfolio and the industry itself.

What is your unique selling point?

Our products are far from being mere laboratory concoctions – they're meticulously crafted and blended, drawing inspiration from real-life experiences. What truly distinguishes us is our dual focus: not only do we harness the potent power of nature's botanicals, but we also refine our treatments through our skilled aestheticians in our NYC salon.

02

French Bloom

📍 **Green Village K69**

Who are you?

French Bloom is a French alcohol-free sparkling wine. Created by Maggie Frerejean-Taittinger and Constance Jablonski and a result of years of R&D, French Bloom's award-winning range of organic alcohol-free French bubbly provides an elevated flavour architecture, fine bubbles, and 0.0% alcohol, allowing everyone to celebrate truly together.

Who buys your products?

French Bloom is present in 20 countries and has a selective distribution strategy. French Bloom is the preferred partner of the Michelin Guide and rapidly convinced prestigious palaces, bars and restaurants like The Carlyle, The Beverly Hills Hotel, Le Meurice or The Four Seasons Georges V to reference both cuvées by the glass. French Bloom also targets premium retailers like La Grande Epicerie de Paris, Selfridges in the UK, or Globus in Switzerland.

Why exhibit now?

We are taking part in exhibitions yearly: London Wine Fair in 2021, Sirha and Prowein in 2022 and Wine Paris next year. French Bloom is growing and expanding; we are finding our partners during those trade shows, we are meeting and greeting our current partners and distributors during those international fairs and we discover new products and trends in the meantime.

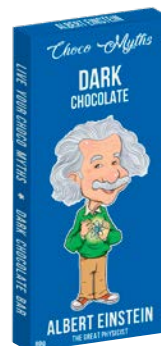
What are your objectives?

Our objectives during TFWA World Exhibition & Conference are to develop our presence in the travel retail industry – we are already partnering with Lagardère Travel Retail, La Première Air France and Qatar Airways. We want to find the right partners for our cuvées.

What is your USP?

French Bloom offers a limitless experience: a way to celebrate differently and elegantly by inviting everyone at the same table. Both our cuvées are made with fine organic French grapes from Languedoc and are certified halal, vegan, without sulfites, sugar or preservatives added.

Here, we turn the spotlight on a selection of the exciting brands making their debut in Cannes, or returning after an absence.



03

Noblewood

Green Village L71

Who are you?

Noblewood Group is a producer and global distributor of super-premium spirits headquartered in Montenegro. The company owns a distillery in Latvia and a production site located in Montenegro. Beluga vodka is a unique brand in the super- and ultra-premium segments sold in more than 100 countries worldwide. Best consumed with caviar, Beluga vodka is the perfect choice for those who appreciate the finer things in life.

Who buys your products?

The Beluga drinker is successful and confident with a clear system of values and a proactive attitude. They are brilliantly educated and broad-minded; always open to new adventures. They can be male or female, but are predominantly male, aged 28 to 55, ambitious and highly professional.

What are your objectives?

Noblewood Group looks forward to one-to-one meetings with our long-term and new partners, introducing them to our renowned and iconic Beluga vodka from Adriatic Riviera. We would like to invite our partners to our booth to share a cocktail and learn more about Beluga's journey. Noblewood Group owns a distillery in Latvia to source the organic grain spirit for its product range. A production site in Montenegro takes care of blending, bottling and resting of Beluga vodka sublines.

What is your USP?

- Iconic brand committed to exceptional quality
- Field-to-bottle philosophy
- Smooth and refined taste
- Spirit distilled from the purest Baltic grains on own 'Kalsnava distillery'
- Pure water sourced from ecological Adriatic Riviera
- Six-times distillation process
- Charcoal filtration
- The brand's symbol – the metal beluga sturgeon, attached by hand on each bottle

04

Choco Myths

Blue Village H7

Who are you?

Established in 2016, the concept is based on worldwide mythological, fictional and historical characters presented in a fun, but always respectful way. Our tasty products, colourful packaging and licensed designs intrigue people and make them want to learn more about the figure, the civilizations and the myths behind them.

Who buys your products?

Our target group is both the business and leisure traveller, who seeks a tasty gifting option and/or souvenir at an accessible price point. Our whole concept is based on the combination of familiar flavours starring global characters across the cosmos. So, regardless of gender or age, our consumers have the choice to select their favourite figures and discover basic facts about the different 'personas', while enjoying their chocolate or cookies.

Why exhibit now?

We would like to pursue additional listings and expand our presence in the global travel retail scene. TFWA World Exhibition & Conference is the perfect occasion to present our concept properly to potential buyers across different geographies and reinforce greatly our brand awareness. We are certain that anyone can find interesting and fun designs, which could fit ideally in their stores.

What are your objectives?

First of all, our main goal is to create awareness around our brand in the travel retail industry. Of course, we would also like to have the opportunity to interact with key distributors and retailers. In general, we aim to check the new trends of the market and identify opportunities for the further expansion of Choco Myths.

What is your USP?

We consider Choco Myths as an innovative approach to destination offerings as it combines:

- Great taste
- Creative, colorful and clean packaging
- Starring popular characters across the cosmos
- Educational and fun aspect
- Wide collections, covering several civilizations
- DIY approach towards each partner, in terms of assortment, characters, colors, packaging, promos, flexibility & speed

Dubai Duty Free to exceed sales of US\$2 billion in 40th anniversary year

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

Dubai Duty Free reached sales of US\$1.517 billion for the year-to-date (24 September), which is 30.35% higher than the same period last year and 7.68% higher than pre-pandemic in 2019.

“We are positive that we will meet our target by year-end, which is in excess of US\$2 billion,” says Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free. “The key drivers for this growth are a number of factors, including the expansion and refurbishment of our retail environment, which have been pretty much ongoing for the past few years and continue. On the back of our boutique openings over the past years, we have ongoing renovation plans for our Arrivals and Liquor and Tobacco shops. We also continue to work closely with our suppliers to ensure we offer a great product range, the strengthening of partnerships, the investment we have made in the digital side of things, and that our growing staff continues to provide excellent customer service. All these factors ensure penetration and average spend remains higher than that of 2019.”

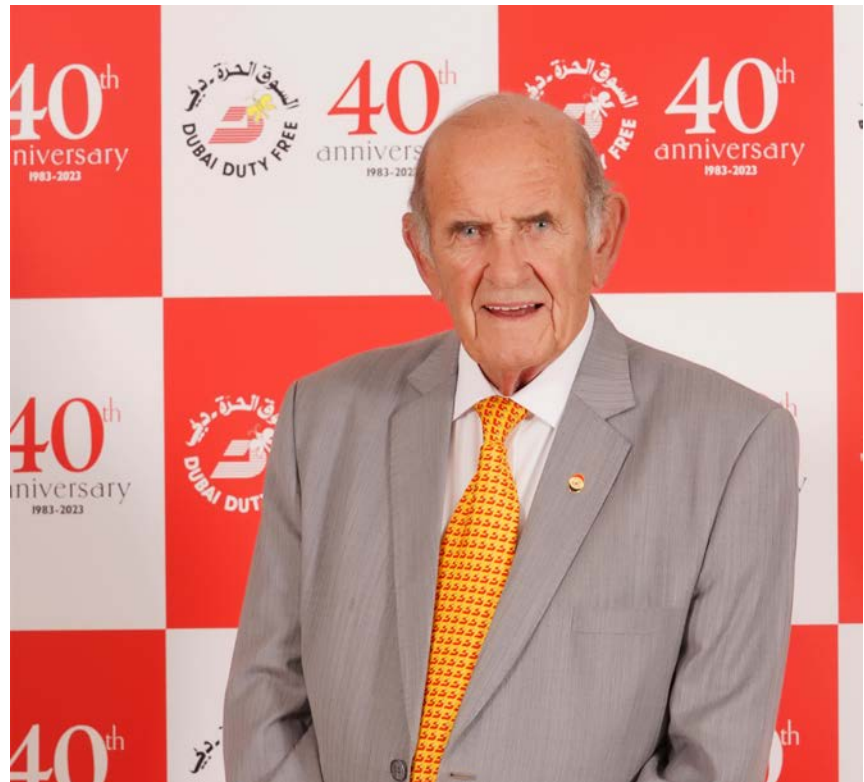
Changes have been minimal in terms of purchasing trends in 2023, with the category split remaining the same. The top-five selling categories were Perfumes, Liquor, Gold, Cigarettes & Tobacco, and Electronics.

Year-to-date Perfumes sales reached US\$254 million, representing a 24% increase. Sales of Liquor are up by 17% at US\$217 million, while Gold sales increased by 28% over the same period last year with sales amounting to US\$150 million. Cigarettes & Tobacco increased by 36% with sales amounting to US\$146 million, while Electronics came in fifth place with sales of US\$120 million representing a 35% increase.

“Premium products continue to drive Perfume and Liquor sales, whether it be luxury perfumes or hard-to-get malts or champagnes,” McLoughlin explains. “Gold, as much as it is influenced by the gold price, is also experiencing increased demand as a commodity. New mobile phones, including the iPhone 15, tech wear and gadgets continue to drive Electronics sales.”

Plans in place to make 40th anniversary a memorable occasion

Dubai Duty Free’s 40th anniversary takes place in December and plans are in place to make it a memorable occasion. “We will conduct a series of promotional



Colm McLoughlin, Executive Vice Chairman & CEO, Dubai Duty Free: “The anniversary day will be marked by a 25% discount offer on a wide range of merchandise over three days, beginning at midnight on 17 December and ending at midnight on 20 December, for what has become an annual celebration for all passengers travelling through Dubai International and Al Maktoum International.”

activities that will involve our customers, suppliers, and staff in our celebrations, as it is our way of saying thank you for helping us reach this milestone year,” McLoughlin comments. “The anniversary day will be marked by a 25% discount offer on a wide range of merchandise over three days, beginning at midnight on 17 December and ending at midnight on 20 December, for what has become an annual celebration for all passengers travelling through Dubai International and Al Maktoum International.”

On top of this, Dubai Duty Free will be running a special Shop & Win promotion, where customers who spend over Dhs400 have a chance to win a 10g gold bar with a 40th anniversary mark. There will be 40 winners per week over four weeks.

“On the anniversary day itself, 20 December, Dubai Duty Free will ensure a party-like atmosphere throughout the

retail operation, including a celebratory cake-cutting, a Millennium Millionaire and Finest Surprise draw, and a staff surprise draw,” says McLoughlin. “One of the most anticipated events to mark our 40th anniversary will be a glittering gala dinner intended as a ‘thank you’ to the many people that have contributed towards the success of Dubai Duty Free. It will be an evening of celebration at the Jumeirah Creekside Hotel with entertainment that is sure to be memorable.”

Looking ahead, McLoughlin adds that Dubai Duty Free’s priority is to continue driving sales by working closely with its suppliers and partners on great value offers. “We will also continue with our refurbishment plans, which began last year and included the opening of the luxury boutiques at Dubai International Airport, which have had a positive impact on our business.”

PARIS **GaultMillau** Oct. 79

RÉSULTATS DES OLYMPIA VINS ROUGES

TORRES

Gran Coronas

GRAND VIN DE TATEAU LATOUR

Page	Blasón	6.6	6.5	6.4
7 Suprem	Gran Coronas Reserva de Miguel Torres, Villavieja del Penedès, 1979	15,5	14,6	14,00
2 Primer	Château-Lafite, 1er Grand Cru Classé, Pauillac, 1979	16	15,8	15,70
3 Primer	Château Pichon-Lalande, 2e Grand Cru Classé, Pauillac, 1984	12,8	13,2	13,30
4 Primer	Château Mouton-Rothschild, 1er Grand Cru Classé, Graves, 1982	13,8	13	13,00
5 2da	Francisco, Gran Vin, 1er Cru Classé, 1981	16,7	13,6	13,20
6 Primer	Domäne de Marzke, Châteaufort de Pape, 1984	13,2	13	
7 Suprem	Cuvée Miguel Torres, a Villavieja del Penedès, 1979	8,7	12,8	12,00
8 Primer	Gran Coronas Reserva de Miguel Torres, 1979	12,8	8,8	10,00



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Badel 1862 Export Directors, Ivana Barišić and Sanja Kunić, drove all the way to Cannes from Zagreb so they could bring “the ripest, sweetest Croatian plums” used to make Badel 1862’s Šljivovica (modelled alongside Antique Pelinkovac Premium Liqueur here).

Badel 1862 – first time in Cannes but Croatia’s biggest brandy is no stranger to GTR

Badel 1862 is Croatia’s – and the Adriatic’s – oldest and biggest spirits and herbal liqueur producer and already exports to 30 countries. The spirit is matured in Slavonian oak, highly regarded by wine producers and, in the case of Badel 1862 Šljivovica, producing the vanilla notes and slightly bitter bouquet which pairs with the radiant amber colour of the final product.

Badel 1862 is already present in GTR in the Adria region, and at several major airports in Europe and Asia, due to its listing with Gebr. Heinemann “but we came to Cannes because we are hoping for a bigger presence worldwide” said Sanja Kunić, Badel 1862 Export Manager.

“We also want to use Cannes as a GTR launch platform for our other products such as Antique Pelinkovac Premium Liqueur”. Kunić related to the endearing story of how the spirit was, well, ‘spirited away’ by the chaos of World War II – with the formula triumphantly rediscovered in 2001. Today “Antique Pelinkovac” is one of the most popular drinks in Croatia. Allegedly one of “Croatia’s best-kept secrets” – Badel 1862 is hoping that the TFWA World Exhibition & Conference will soon make the “Croatian Sour” a firm favourite with bartenders...everywhere.



Badel 1862 is already present in GTR in the Adria region and several major airports, due to its listing with Gebr. Heinemann.



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TRU VIRTU's vegan "click and slide" wallet is 'sustainable' finalist in tonight's Global Travel Retail Awards

Appropriately-named TRU VIRTU is a finalist as the Best Fashion & Accessory Product, and Best Sustainable Product, in tonight's "Global Travel Retail Awards 2023." This recognition follows TRU VIRTU's success earlier this year as a winner at the Asia Pacific Travel Retail Awards 2023.

TRU VIRTU's "click and slide" wallet is not much bigger than a credit card. With a finger touch up to five cards slide out easily from the aluminium case which protects all cards against scanning from RFID/NFC-chips electronic data theft and also from demagnetisation. The envelope is made of eco-friendly vegan apple leather and offers space for additional cards and banknotes. Crucially the wallet also offers contactless use.

The apple leather is sourced from recycled apple pulp and has been introduced as part of TRU VIRTU's major emphasis on environmental credentials – this year it has also started to turn

plastic PET bottles into vegan wallets, while its high-quality aluminium also has a recycling content of 50%.

All of TRU VIRTU's leather comes from Italy sourced from smaller, family-owned tanneries offering traditional craftsmanship and produced under Italian/European laws respecting production standards and nature with the final handcrafted products developed and produced exclusively in Germany.

"We are particularly proud of the inclusion of people with disabilities in the hand-made production of TRU VIRTU's technically sophisticated wallets while maintaining social and ethical standards and working conditions under high quality requirements," said TRU VIRTU's Katrin Mengel, speaking to the Dailies in the TFWA World Exhibition & Conference yesterday.

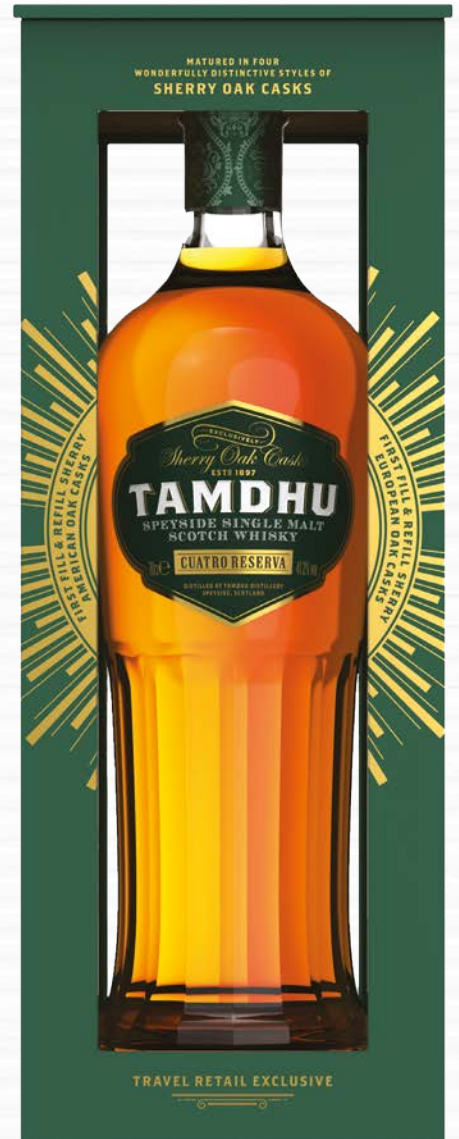
 **Yellow Village D31**



The hi-tech green wallet – Vegan Apple Leather Edition modelled by TRU VIRTU's Katrin Mengel.

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Underberg: Targeting Asia and Africa; showcasing onboard ready-to-drink and alcohol-free innovations

Underberg International has come to TFWA World Exhibition & Conference with a strong desire to target markets in Asia and Africa as an important strand of its internationalisation strategy.

“International business is of great strategic importance to us. In the past fiscal year, we achieved a sales growth of 12.7% in this area,” Thomas Mempel, a board member of Semper idem Underberg AG, told the Dailies in the exhibition yesterday.

“In addition to traditionally strong Underberg markets in the USA, Brazil, and Scandinavia, other regions are increasingly coming into focus” added Mempel. “One critical goal is to strengthen our presence in the markets in the Asia and the Pacific region, and we see particular potential in Africa, where some countries have a strong preference for bitter beverages.”

Specifically focusing on GTR, Udo Bruns, Director International Business, said he was confident that Cannes would be an opportunity to develop further partnerships, such as the agreement with the Thailand’s King Power reached in early 2023. “Cannes fair is ideal for this; all significant players are present here.”

In the exhibition Underberg is showcasing core brands such as

Underberg, XUXU, PITÚ, Tiffin (especially for the Asian market), and Asbach. The traditional brand Underberg from Rheinberg features the recently-completed redesign of its international packaging. Both the 25 x cl bottle carton, and the 5 x cl box, now feature the design of the new Pop-Art world, which won the prestige German Packaging Award in September. In addition, 2023 innovations such as the Barista Cream Liqueur “Asbach Coffee + Cream”, and PITÚ Passionfruit, are being highlighted again.

Underberg is also exhibiting two spirits trends it has observed in Germany that it believes are of interest to the international market – namely how consumers are increasingly turning to ready-to-drink (RTD) products, while also increasing asking for non-alcoholic alternatives. “Our new various RTD cans from the market leader PITÚ are ideal for growing presence in both convenience stores and onboard retail, additionally the first alcohol-free Cachaça is also likely to generate a lot of attention in GTR” said Thomas Kirscht, Head of Sales Global Travel Retail.

 **Green Village L46**



Showing the importance of GTR to a major brand: Underberg AG’s President of the Board, Hubertine Underberg-Ruder (right) is present in-person in Cannes here with Udo Bruns, Director International Business. Underberg is showcasing critical product development to travel retailers including ready-to-drink (RTD) and alcohol-free products, versions of which have been highly successful on the German market for many years.

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Accolade Wines highlights fast-moving GTR growth brands on sustainable new exhibit – featuring themed tasting days

Accolade Wines returns to the TFWA Exhibition in Cannes this year which a strong focus on the core portfolio which has been very successful its GTR channels. Four key brands – Hardys, Jam Shed, B.Ink by Grant Burge and Wise Wolf – are being highlighted.

“There is a great potential in airports for the lower price point lines that have been successful for us in our ferries, airlines, and cruise business. We have focused on our premium portfolio in Cannes for the last few years, which was the right decision at the time, but this year, with an eye on our strategy in travel retail, we felt that representing this particular portfolio better reflects where we are strong in the channel and where we believe the most growth will come from in the near future,” said Channel Sales Director EMEA, Jeff Bond.

A prime example of this is B.Ink by Grant Burge, which retails for under €12 in travel retail and features on the stand alongside a colourful brand slogan ‘Make your mark’. Ink by Grant Burge is now one of Accolade’s key innovation brands and comes in three types: Red Blend, Chardonnay and Rosé.

Also attractively priced GTR and with strong visuals on the Cannes stand is Jam Shed available in five expressions: Tempranillo, Shiraz, Malbec, Rose, Chardonnay and Sparkling Rosé. Jam Shed currently stands in the top 50 fastest-growing alcohol brands in the UK (Grocer Biggest Brands Report 2023).

Wise Wolf also features – a French wine (expressions: Chardonnay, Cabernet Sauvignon and Rosé) that offers strong sustainability credentials in its 100% post-consumer recycled glass bottle.

The product line-up on the stand is completed by Hardys, the UK’s number one wine brand which celebrates its 170th anniversary this year. The full Hardys range from everyday favourites such as Crest, to the global travel retail exclusive high-end wine, The Eight, will be on show.

With just eight barrels produced, The Eight is an extremely rare proposition and was produced from the finest quality fruit gathered from three of Australia’s most prestigious winemaking regions: Frankland River, McLaren Vale and Coonawarra.



Accolade Wines’ Jeff Bond, Channel Director, Distributors and GTR, decants “The Eight” from the Hardys range.



With just eight barrels produced, The Eight is an extremely rare proposition produced from the finest quality fruit gathered from Australia’s most prestigious winemaking regions.

The Accolade Wines stand for Cannes is being designed and built by doplr, a specialist BlueDog Group agency. This commission follows on from Accolade’s already very successful partnership with Kounter, also a BlueDog company, for its materials in travel retail.

Sustainability is at the forefront in the creation of the low carbon footprint stand, which uses re-usable aluminium frame sourced from beMatrix and timber. It will be stored for adaptation and use in future years.

Key travel retail personnel from the Accolade Wines team are available to discuss products on the stand throughout the week including Channel Sales Director EMEA Jeff Bond, International Sales Manager Distributors & GTR Alexandra Wilding, International Key Account Manager GTR & Distributors Paul Campbell, and General Manager/Sales Director Martin Mackinnon.

The Accolade stand also features a bar as a focal point, with themed tasting days planned throughout Cannes week. These include a rosé day (Monday), a B.Ink by Grant Burge/Jam Shed day (Tuesday) and a Hardys day (Wednesday), while all wines will be available to try at the bar on Thursday. All TFWA delegates are welcome to visit and try out wines, with the bar open between 16.30-18.30 each day.

 **Yellow Village D26**



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New Rosalie's singles range features inspired pineapple and dark chocolate combination

Addressing the increasing demand for premium snacking and sharing products in duty free and travel retail, Rosalie's has introduced two new singles flavours in Cannes. The individually wrapped chocolate pieces, one milk chocolate with pecan nut fragments, and the other a pineapple and dark chocolate combination, are presented in elegant pouch formats. Each 115g pouch contains twelve individually wrapped chocolates.

All Rosalie's chocolate is sourced through Cocoa Horizons Foundation and the products are made in Brussels, renowned for its production of the highest quality chocolate for over a century.

Speaking on the product launch, Gerry Murray, Managing Director of Traveller's Trove commented: "In keeping with the brand



The new singles: All Rosalie's chocolate is sourced through Cocoa Horizons Foundation and the products are made in Brussels.

positioning the focus is on quality and sustainability. The reaction, particularly to the pineapple and dark chocolate combination, one not offered by many other chocolate brands, has been amazing. As always, our aim is to bring something innovative to broaden the retail offer, not to mirror the 'same old same old'. Rosalie's Maître Chocolatier has once again done an amazing job creating these wonderful chocolates."

Yellow Village AA17



Gerry Murray, Managing Director of Traveller's Trove is launching two new singles flavours in Cannes: "Rosalie's Maître Chocolatier has once again done an amazing job creating these wonderful chocolates."



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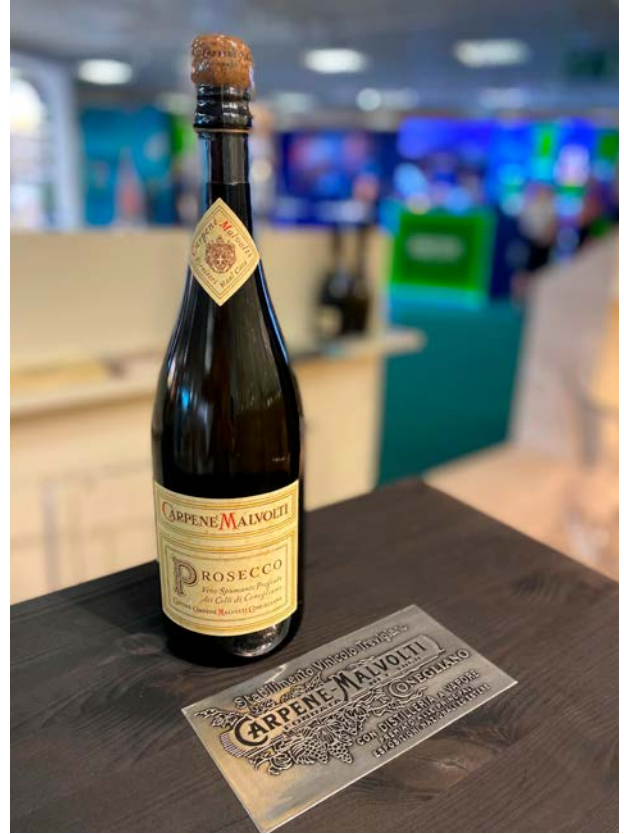
Carpenè-Malvolti – prosecco pioneer celebrates “1924 Prosecco” centenary with original label and GTR exclusives

Next year Carpenè-Malvolti celebrates the centenary of the creation of the precise labelling of the grape variety and specific geographical designation today known as “1924 Prosecco” – a creation blessed with D.O.C. and D.O.C.G. designation in 1969 and 2009 respectively.

In fact, five generations of the same family have been producing one of the most desired sparkling wines since it was first created by Antonio Carpenè in 1868 as “Champagne Italiano” – until the second generation of the family led by Etilio Antonio Carpenè created “Prosecco dei Colli di Conegliano”, forerunner of the present selection in 1924.

1924 Prosecco is created by 90% Glera grapes and 10% from the white varieties grown in the vineyards in the hills of Conegliano Valdobbiadene in the Veneto area of Italy. The characteristics of 1924 Prosecco describe it as drier and more structured, which on the palate expresses its character with notes of almonds, intense aromas of unripe fruits and white flower. At the moment production of this outstanding wine is limited to 10,000 bottles per harvest.

 **Blue Village B1**



The “1924 Prosecco” is the centrepiece of a unique collection of six individually-labelled bottles comprising the “Sparkling Mile Stone” – a special presentation box created exclusively for the GTR channel to tell the story of the last 100 years.



Carpenè-Malvolti's Domenico Scimone shows off the modern re-creation of the original “1924 Prosecco” labelling which has been created to mark next year's centenary.

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per Passport Superslim definition;
retail sales by volume 2014-2022 Superslim only brand data. Tobacco 2023 edition*

The Puresseentiel 90-100% natural essential oils range of sleep and stress products – as road tested in the high-pressure Dailies office

Puresseentiel products, which typically comprise 90-100% natural essential oils, has two ranges of particular relevance to the GTR market in Cannes this year – the “stress” and the “sleep” range.

The sleep range comprises a host of easily accessible products ranging from tablets to assist jet lag, through to oral sprays, and an air-spray, ideally to mist into all four corners of a hotel room before retiring.

The stress range is aimed at a complete spectrum of occasional, temporary and chronic stress. You have to have all of these disorders on your CV to work in the Dailies offices – possibly the most stressful place in Cannes – so last night we decided to scientifically assess the effectiveness the Puresseentiel “Gummies Stress”.

Three of us ate an entire 112g pack at 17.00hrs and by 23.00hrs last night we were still feeling remarkably calm, despite having only half the Tuesday edition finished, and facing an impossible mountain to climb. Therefore, the Dailies at least can vouch for the claims of “improved concentration, management of emotional stress, and reduced agitation and irritability” promised by this ginseng, rhodiola, poppy and tangerine-flavoured, non-gelatine, non-gluten, vegan food supplement.

Of course we haven’t tried the Puresseentiel sleep range yet, sleep not being a function required by the Dailies staff in Cannes.

 **Yellow Village C19**



Yuna Andre and Farina Jabbari with the Puresseentiel sleep range.

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Foreo launches skincare line

Foreo has introduced a brand-new line of skincare, named Supercharged, that has been designed to complement its digital beauty line of facial massagers.

Cherie Tsang, Assistant PR and Marketing Manager, Foreo, said that the line “only just launched last month and this is the first time people are really seeing it”. Tsang highlighted that Foreo also has “a new eye series called Iris” which goes with its eye massager and features “both a serum and an eye cream”.

Tsang added that “Bear 2” is also “a new collection that has just launched and it is an addition to the Bear regular massager by Foreo”.

She explained: “We call it non-invasive plastic surgery, because it is specifically for your jawline and uses a microcurrent to help with lifting deep down at muscle level and really gives your face a workout.”

Tsang revealed: “We also have one for the eye area too and all of these complement our new skincare like Supercharged. All of the skincare is made to be used with our devices to maximise the treatment benefits.”

 **Yellow Village G37**



Radley returns with brand boost

Radley has returned to Cannes this year and is showing that the brand has a plethora of products available in global travel retail.

Offering a preview of what could be in airport shops soon, Radley Head of Wholesale & Partnerships Rachel Young said: “Basically, we are focusing on handbags and small leather purses and card holders from our collection that will be for March/April 2024 for next spring.”

Young explained: “We are actually here in partnership with two of our licensees so that we can give a bit more of a brand experience. So, we are here with our partner that does our eyewear and sunglasses and our partner that does out jewellery and watches as well so that people can see the different opportunities.”

She added: “We are quite aware that the travel customer is looking for something a bit more different to what she sees on the high street and she wants a bit of a treat, so we bought some of the more contemporary silhouettes and some of the newer sunglasses and smart watches and jewellery.”

 **Yellow Village F42**



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Stock Spirits reflects broadened range

At this year's show, Stock Spirits Group is presenting its iconic brands such as Republica rum, Millhill's gin, Amundsen Expedition vodka, Italian Limoncè and Stock 84.

Additionally, this year Stock Spirits is also showing its newly-acquired brands such as Sierra Tequila, Clan Campbell whisky and Bocian vodka from Poland. The brands joined the company's portfolio in September following a raft of acquisitions.

Sierra Tequila, consumed in almost 90 countries, currently ranks second in Europe, and Clan Campbell is one of the leading brands in the blend 12-year-old Scotch whisky category in France, while Bocian is one of the key premium vodka in Poland.

Stock Spirits Group International Marketing Manager Haris Imamovic said: "Our mission is 'Enhancing the flavours of life'. Our ambition is to become one of the leading spirits companies in Europe by 2027, innovating at scale and putting European consumers at the

heart of everything we do."

Imamovic pointed out that Stock Spirits Group's portfolio "consists of over 70 brands available in more than 50 countries worldwide" and reiterated that the "company operates in nine European countries: France, Germany, Poland, Czech Republic, Slovakia, Italy, Austria, Croatia, Bosnia & Herzegovina and has seven production plants: two in Poland, two in Czech Republic, two in Germany and one in Italy."

He hastened to remind attendees to the show that "Stock Spirits Group was founded in 1884 in Trieste by Lionello Stock, an Italian entrepreneur who experimented with flavours and is regarded as one of the early innovators within the industry."

 **Yellow Village F50**

Lindt enchanting the world with chocolate

Visitors to the Lindt & Sprüngli booth can discover delicious new flavours from the iconic LINDOR range, in addition to meeting two new faces – Captain Cocoa and Captain Skyla – which bolster Lindt's diverse gifting offerings.

In keeping with the brand's goal to enchant the world with chocolate, Lindt's Master Chocolatier is on-hand to serve up freshly made LINDOR truffles throughout the week.

 **Marine Village R7**





Shiseido Travel Retail inspiring people to rediscover beauty in travel



Shiseido Travel Retail is inspiring people to rediscover beauty in travel at the TFWA World Exhibition & Conference 2023. Breathing the concept of *Kaze* (風) [wind] to life, the company presents a showcase of Japanese beauty, heritage, aesthetics, and *Omotenashi*, anchored by a diverse portfolio of 11 prestige skincare, makeup and fragrance brands. Signifying the blessings of nature, constant evolution and new opportunities, *Kaze* is represented in the booth's striking window display, featuring camellia petals floating in the breeze, and throughout the minimalist interior that incorporates wavelike shapes that evoke the movement of wind. With a global beauty showcase that fuses art and science, it aims to continuously engage travellers by creating experiences that move, inspire and connect them on their journeys. To celebrate those deeply moving *Kandō* (感動) moments from the rediscovery of beauty in travel, Shiseido Travel Retail is launching #MyKando: a social-first initiative to inspire people to share their *Kandō* travel moments on social media with the hashtags #MyKando and #TravelWithShiseido.

 **Riviera Village RJ5**

Nuxe takes on the world



Nuxe is amplifying its core brand's image internationally and is also highlighting how naturality and sustainability have been in its DNA from the outset.

Speaking at the show this year, Nuxe Global Travel Retail Sales & Marketing Manager Caroline Goix said: "We started campaigning with this product 32 years ago and it is a real innovation. Globally, we have more than 40 patents. It was the first dry

oil on the market and is the base for all our products."

She explained how the product is well established and has a great reputation, observing how "everyone knows our products from around the world, not just in Europe, but internationally. It's iconic".

Goix added that the core focus for Nuxe from hereon in was to "continue to communicate our naturality and

sustainability because it has been in our DNA from the beginning".

She also revealed that Nuxe wants "to extend the brand outside Europe" and hinted that there are "two parts of the business – the business in France and the international business" and added that "for the past two years the biggest part of the business has been the international side".

 **Red Village J26**

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Butlers Chocolates raises the (mini) bar

Ireland's Butlers Chocolates has unveiled a new collection of luxury assorted Mini Chocolate bars at TFWA World Exhibition & Conference – a contemporary travel retail exclusive collection featuring Butlers' most celebrated chocolate bar varieties in mini bar sharing format.

The six flavours inside each pouch include white coconut and almond, salted caramel and 40% milk chocolate. In all each pouch features a curated collection of between 35 and 50 Butlers favourite mini bars – additionally there is also a separate dark chocolate edition with Butlers more intensely dark higher cocoa content.

In a major emphasis on sustainability Butlers' asserts that each individually-wrapped mini bar is presented in re-sealable, recyclable pouches, and crafted using sustainably sourced cocoa, no palm oil, and only natural ingredients and flavourings. In addition, the Butlers chocolaterie in Dublin draws energy from its own solar power plant – one of the largest in Ireland.

The new range is already available in a number of high profile locations including Dubai Duty Free and with ARI in The Loop at Dublin Airport.

 **Green Village H50**



Butlers Chocolates' Aisling Walsh presents the new collection of luxury assorted Mini Chocolate bars which come in pouch sizes ranging from 35-50 Butlers favourites (this particular pouch is the dark chocolate edition featuring Butlers' more intensely dark higher cocoa content).



The new exclusive to travel retail range is already available in Dubai Duty Free and at Dublin Airport.

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A legacy that's expanding



Ouzo of Plomari is setting its sights on expanding its reach via global travel retail to bolster its export market sales.

To give a bit of background, Ouzo of Plomari sixth generation family owner Yannis Kalogiannis explained: "We are a 100% Greek family-owned business and we produce the leading ouzo in Greece."

According to Kalogiannis: "Most of the

business' production is exported and the aim is to export this part of Greek culture that is so closely tied to ouzo."

He insisted: "Sitting with friends, being calm and having a sense of optimism and fun in the sun are all values the brand is trying to tap into."

Kalogiannis highlighted how "70% of the company's production is export" and

admitted: "We are trying to expand that 70% because export is a focus for us and we want to grow them where they are, but also into new markets". To make this a reality, Kalogiannis suggested that the family knew that "duty free was the key to doing that".

 **Bay Village Bay 32**

Coccinelle looks to the future

Showcasing a new booth position and a whole host of products this year is Coccinelle, which has a display that sets off its pastel coloured wares.

In talking about the positives of being in Cannes this year, Coccinelle Head of International Markets & Global Travel Retail Giada Cappelletti said: "We have a new booth in a new position and we have brought to it our new spring/summer collection."

Describing it, Cappelletti explained: "It's really colourful and it is mirroring the growth we are experiencing in the channel."

She added that, for the brand, all moves towards the future were positive ones and that the brand has really managed to harness its successes and show the rest of the world what it had within its portfolio. She concluded: "It is a fantastic moment for us and we hope the exhibition will be very successful."

 **Riviera Village RJ16**



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New faces and new brand identity: Imperial has chosen Cannes to unveil its new brand identity for its powerhouse Davidoff cigarettes brand, shown off here by Pierpaolo Pascucci, the “brand new” General Manager for Imperial Brands’ Global Duty Free & Export, Travel Retail and Rizla business. Pascucci was one of many new faces among Imperial Brands’ extensive range of executives present on its traditionally major exhibition presence in Cannes.

Imperial Brands announces new appointments and prepares to showcase innovative offer at the TFWA World Exhibition & Conference

Imperial Brands has returned to the TFWA World Exhibition & Conference in Cannes with new faces to the team and an evolved tobacco and nicotine product offer to suit the needs of the travelling adult consumer.

Leading the team in Cannes is Pierpaolo Pascucci, the newly appointed General Manager for Imperial Brands’ Global Duty Free & Export, Travel Retail and Rizla business. Bringing more than 14 years of experience in senior global leadership roles within Imperial Brands, including General Manager roles in Japan, Russia and Central Asia, he replaces Christian Münstermann, who has taken the position of Cluster General Manager for Imperial’s Central and Eastern Europe domestic markets.

Alongside Pascucci, Angela De Vera and Lucy Alepochoriti have joined the leadership team of Imperial Brands Global Duty Free & Export, Travel Retail and Rizla. De Vera has been appointed as Head of Marketing, bringing over 15 years of experience in accelerating the growth of global brands in various FMCG sectors, including tobacco, alcoholic beverages, and beauty care.

Alepochoriti has been named the new Head of Corporate and Legal Affairs, succeeding Tobias Baude, who has taken on a new role within Imperial Brands as Director of Corporate Affairs for Next Generation Products. Having previously held the role of Corporate Affairs Manager for Imperial Brands Global Duty Free & Export, Lucy brings her experience in working on international regulatory and external affairs topics within the industry.

The substantially new Imperial Brands team is showcasing an innovative offer during the TFWA World Exhibition & Exhibition adapted to the varied evolving needs of adult consumers, as

travel has reached recovery in many markets around the world. Commenting on the presence Pascucci said: “We are delighted to be returning to the TFWA World Exhibition & Conference in Cannes this year with the newest members of the leadership team, at such an exciting time for both the industry, as well as for Imperial Brands. We remain believers of the strategic importance of this unique retail environment, and I personally look forward to continuing to build on the strong collaboration with our industry partners going forward.”

Imperial has chosen Cannes to unveil its new brand identity for its powerhouse Davidoff cigarettes brand as well as presenting its “Brands for the World” outlook represented by a complete cross-category portfolio. This is brought to life for delegates on the Imperial Brands stand, with areas dedicated not only to the Davidoff cigarette line, but also Imperial’s global and British brands offer, as well as a forward-looking lounge focused on Next Generation Products: alongside an evolving traditional tobacco offer, Imperial’s booth will include a dedicated area for Zone X, the company’s modern oral nicotine pouches line, among other category offers that Imperial Brands has launched in recent months.

Pascucci added: “The recovery of travel has created a great opportunity for innovation, and we are excited to share our new brand visions and lines with industry partners at the exhibition. With our strong challenger DNA and distinctive cross-category leading brands, tailored to different preferences of customers travelling all around the world, Imperial Brands is committed to play an active part of the future of travel retail.”

 **Golden Village G06**

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Earlier this year COEUR DE LION acquired Qudo – “the acquisition brings with it a particularly strong ring assortment” explained Sabrina Valenti, Head of Travel Retail & International Key Accounts, talking to the Dailies in the exhibition yesterday.

COEUR DE LION expands with acquisition of Qudo – but keeps “Hand Made in Germany” mark closely-held

COEUR DE LION continues to go global with its range of semi-precious jewellery and freshwater pearls – focussing on its proud “hand-made in Germany” quality hallmark.

“We continue to strengthen our COEUR DE LION offer with a close following of the ‘it colours of the seasons’ with two drops per year to reflect and closely align with the expected season trend colours,” explained Sabrina Valenti, Head of Travel Retail & International Key Accounts talking to the Dailies in the exhibition yesterday.

Earlier this year the Stuttgart-based producer acquired Hannover’s Qudo brand – expanding its reach, but not altering its closely-held principles of premium craftsmanship, combined with

a what can best be described as a ‘unique price point.’

“Qudo is known for high-quality stainless-steel jewellery in subtle shades which also comprises a creative system of interchangeable components and charms with numerous possible combinations – the acquisition also brings with it a particularly strong ring assortment,” says Valenti who concludes: “We definitely consider the travel retail channels as one of the best for our category – we cater to all of the channels – airports and cruise ships are particularly important.”

 **Yellow Village D42**

Ploom X – the device of the future

Japan Tobacco International (JTI) is throwing all its focus this year into introducing GTR to its Ploom X branded heated tobacco device.

Speaking about the innovation, JTI Corporate Affairs & Communications Director Global Travel Retail Antonio Vencesla said: “The main focus for us is going to be on the Ploom X brand – the heated tobacco device that we are starting to roll out into duty free and travel retail.”

Vencesla added: “Basically, from last month we have started launching it into Switzerland into airports and we will be rolling out into more airports, so really this show is to bring about more awareness of Ploom X and to explain the device more.”

 **Marine Village T1**



Gonzalez Byass moves forwards with wine and spirits



Gonzalez Byass is showing off its wine and spirit potential by revealing products that illustrate how much it has learned by listening to its competitors.

For instance, speaking at the show in Cannes this week, Gonzalez Byass International Marketing Manager Almudena Lopez Garcia de Quesada said: "We now have single estate wines and we are going to push these a lot this year. We are using very old vines and we have a limited production. We might put this first into Spanish airports maybe and then after into Europe."

In addition, Gonzalez Byass Global Duty Free & Travel Retail Director International E-Commerce Coordinator Violaine Creuzé explained that when it comes to spirits, "the new concept being developed this year by the company uses sherry casks for spirits".

Creuzé revealed that the idea came about because Gonzalez Byass "used to store spirits – like whisky – from big brands" and this has now led to the company wanting to "do the same thing with our own spirits".

Creuzé said: "We now have a range of three whiskies, two are Scotch and one is from

Ireland." Plus, she added: "We have also been developing the same concept with gin. We have a classic gin and we now have a sherry cask gin as well."

According to Creuzé: "The name of the whiskies is Nomad and the concept behind it is that the spirit is nomadic because it has been born in Scotland or Ireland and then raised in Jerez."

 **Blue Village F3**

INCC elevates to luxury status

INCC Parfums International Marketing Director Magalie Chauvin said: "For INCC, the focus is to show we are now under the umbrella of INCC as a brand identity with Vilebrequin."

Chauvin explained: "We are keeping our acceleration with strong launches. We are accelerating growth and we want to keep this going for next year."

According to Chauvin, INCC is "going back to the roots of Mercedes Benz and is also elevating the brand to luxury, as well as launching the Maybach collection."

She pointed out that, looking into the future, the company wants to also make sure it is "shifting from a distributor model to a retailer model" primarily because it wants to be closer to its roots.



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 **Riviera Village RD9**



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Tito's expands reach to new BermudAir airline

Tito's Vodka has secured the status of becoming the pouring vodka for the brand new BermudAir airline and is now looking to expand in GTR across Europe.

Tito's Vodka Managing Director International John McDonnell said: "We have just become the pouring vodka on a brand-new airline called BermudAir. This is a brand-new all business class Bermuda airline. They ripped out all of the seats and just put back only half of the seats back in. It was only launched in the last month. Goslings rum is our distributor and so that rum is also on board."

In terms of what Tito's wants to achieve from the show this year, McDonnell revealed: "I want to fill the few airports in Europe where we do not have distribution in travel retail. UK airports, France, Spain and Italy."

He added: "We are very active in Europe and we are growing well. We have changed a lot of partners since last year and we are in Croatia, Italy and Greece and the traction is in the domestic markets but now we need to go into travel retail. You can't have one without the other, you have to have both. That's the game plan."

Admittedly, McDonnell pointed out that the brand has grown a great deal in Asia but now the business is sharpening its focus on Europe and high-end positioning opportunities. "We've had a big year in Asia and in the past 12 months we have checked a lot of boxes."



 **Green Village M71**

L'azurde has sparkle and market appeal

L'azurde is turning heads with its jewellery lines which are now branching out further into global travel retail with affordable ranges.

Speaking about the developments, L'azurde Head of Global Travel Retail Martine Larroque said: "We are dealing in gold and diamonds and offering them at a very affordable price."

Larroque explained: "All of the collection has been tailored for global travel retail. Because we are a very big company that is 40 years old and is Saudi-based so has a very strong presence in the Middle East, we want to showcase uniqueness, so we are also dealing in diamonds."

She added: "What people need to know is that our collections are all gold or made from precious stones."



 **Green Village L37**

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Air-Val reveals Netflix series fragrances for teens

Air-Val International has a whole host of giftable fragrance box sets under the Netflix brand that offer teenagers products linked to their favourite TV shows.

Introducing the brand-new Netflix range, Air-Val International Product Marketing Manager Sabrina Ferrer said: "Our Netflix range is our new launch and has been in the market for two weeks now and we have Netflix as the umbrella brand and then we have the series underneath."

She explained: "One piece is new and our displays are basically aimed at older children and teens. I like the fact that these are real fragrances. We also have a Stranger Things box set too and for that we have a male and female version and we also have one that is based on Squid Game which will be popular because a new TV reality game show based on Squid Game is about to be launched at the end of this year and with another one already planned for next year."



Red Village L35

Molton Brown – Sensai cocktail reception

Last night skincare and parfums brands Molton Brown and Sensai hosted a cocktail reception at Le Roof, Five Seasons hotel, 22 rue Bivouac, Cannes where Mark Johnson, President of Molton Brown Global outlined plans for the two companies during his speech at the event.

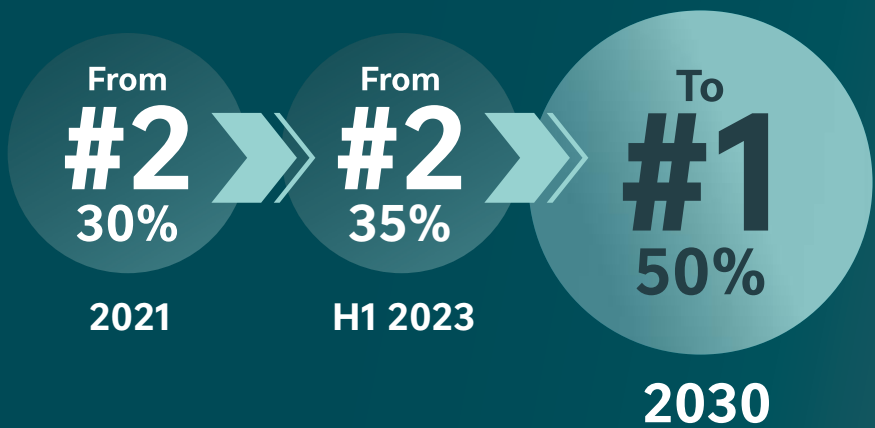
Molton Brown is sharing its stand at the show with luxury skincare brand Sensai for the first time. The two Kao-owned brands are working together to build on their existing partnerships and opportunities in the market to create a stronger business for each company, and enhance the fragrance and skincare offer across travel retail. Molton Brown is sharing its fragrance first focus in Cannes this year, to highlight the power of the fragrance category as a driver of growth and omnichannel engagement across the business.

"This will enable the growth of our organisation beyond Japan and our plans are to leverage fragrance in a way that is both exciting and engaging for customers, and will build business both online and offline for partners," said Johnson.

The brand's growth plans are supported by its focus on iconic collections and a dedication to sustainability, which has been a hallmark of the brand since its inception in 1971. Molton Brown has focused on re-energising its offer and presentation in key locations over the past year, as seen in the unveiling of the new flagship store at London Heathrow Terminal 5 earlier this year.



Riviera Village RF15



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Beefing up the botanicals



Drinks company International Beverage hosted a tasting session at its stand yesterday to promote two of its leading spirits brands at Cannes this week to travel retail customers – CAORUNN Gin, a small batch Scottish gin called Ginmakers Master's Cut at 48% ABV that boasts 11 botanicals including juniper, coriander, orange peel, rowan berries, heather, myrtle, lemon, angelica root and dandelion leaf.

"It is produced in a unique horizontal copper still, imported from America in the 1920s, where it was passed off as an item to ferment perfumes to disguise its real purpose as a distillery of bootleg spirits!" said Lukasz Dynowiak, Brand Outreach Manager, International Beverage.

This is the newest and fourth expression of CAORUNN gin, which was first produced in 2009, and joins the classic Original, the Highland Strength version at 54%ABV and the Caorunn Blood Orange small batch Scottish gin produced at the Balmenach Distillery, near Wick on the North East Scottish Caithness coast. The spirit is all vapour infused, as opposed to liquid infusion, passing through the botanicals, and achieves at one stage a 96% alcohol strength by volume during a batch production of 1,000 litres at a time. The other newcomer to the portfolio is a 13-year-old Pulteney whisky, matured in Spanish oak which spent its entire 13 years of aging in a first-fill Oloroso Sherry cask. The aging conditions are due to its proximity to the sea and give the whisky a particularly saline and iodized character. Intense notes of nuts, chocolate, honey and spices are found here with 64.2% stamped on the label. This is a velvety, rich whisky and a refined addition to this renowned family of superb Old Pulteney malt whiskies, available in travel retail now.

 **Marine Village S2**

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Irem Patpat, AHAVA's International Key Account Manager with the Youth Boosters line: "a revolution in skincare, harnessing a unique blend of ingredients enriched with high concentrations of AHAVA's exclusive Osmoter."

AHAVA and Youth Boosters: Unleashing the power of the Dead Sea for radiant, youthful skin

A HAVA is the only cosmetics company that researches, develops and manufactures skincare products from the lowest place on earth, the Dead Sea. The resulting and truly unique products are sold in over 50 countries worldwide.

Transcending the traditional method of simply adding active ingredients to the skin, AHAVA uses the Osmoter, a proprietary ingredient exclusive to AHAVA, which it says represents a revolutionary breakthrough in skin hydration and nourishment. The mineral blend contains magnesium, calcium, potassium, sodium, and other essential minerals – "their perfect natural form, and perfect ratio."

AHAVA claims "Osmoter elevates skin nourishment to an art, drawing nutrients and moisture from the depths of your skin to the surface."

The resulting Youth Boosters line "is a revolution in skincare, harnessing a unique blend of ingredients, enriched with high concentrations of AHAVA's exclusive Osmoter."

It is certainly quite a journey from the potent minerals of the Dead Sea to an exquisitely presented selection of plant extracts and innovative compounds. But the claims made for the power of the Dead Sea name are very persuasive: "Every application promises a transformative experience, rendering your skin supple, soft, firm and with a youthful radiance."



"Same great formula – New Look!" – the Youth Boosters line including the Crystal Osmoter Serum – one of a range of exquisitely presented selection of plant extracts and innovative compounds.



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“Plastic neutral” Cabeau brings new TNE S3 pillow to Cannes – providing 360° support for travellers (and even gamers)

Cabeau has come to Cannes offering its “newly reimagined” TNE S3 (TNE = the neck’s evolution) memory foam airplane pillow, a design which includes patent-pending new chin strap technology which provide 360° support for travel, home and office and gaming – something very significant and relevant for anyone with children under 35.

In addition to comfort, important claims for this “premium support pillow” are to help avoid neck kinks, back strain, and public snoring. To aid all these conditions the TNE S3 neck pillow straps will attach “to ANY chair, including airplane seats or office chairs to prevent slouching or falling forward, keeping head and spine in perfect alignment for ultimate comfort and support.”

The TNE S3 is made from recycled RPET plastics and is additionally fully recyclable – and, according to Lindsay Aust, Cabeau’s Senior Vice President Marketing, the company has also has retrieved 44,000 kg of plastic from the seas to ensure it is “plastic neutral”.



Lindsay Aust, Cabeau’s Senior Vice President Marketing, demonstrates how the TNE S3’s patent-pending new chin strap technology provides 360° support for travel, home and office (and how a Dailies journalist can use the memory foam pillow to prevent slouching and public snoring.)



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Brockmans reveals GTR expansion and gin cut with agave spirit



Brockmans Gin has disclosed details of its big moves across global travel retail, as well as a new product that was inspired by NYC bartender recipes.

Brockman's Gin's CEO Guy Lawrence said: "Things are going really well, we're doing about a million bottles around the world. We are in 50 or so different markets now, which is great. This year has been good, although it has been harder for many brands, for us we have a very strong team and have been able to deliver some great results including a new innovation which we launched in the summer called Brockman's Orange Kiss and another one we are unveiling."

Drinks industry veteran Jean-Philippe Aucher, who is currently representing Brockmans via his consultancy JP Global Travel Retail, added: "I literally started my brand agency thanks to Brockmans Gin. They were looking for a travel retail agency and I was really excited to carry on growing the brand abroad."

Aucher explained: "Our business is all about premiumisation and this is something that is going on and Brockmans is not only premium, but it is different in terms of taste and its packaging design and so when they told me they were selling a million bottles and were the number three brand in the UK and all across Europe

and yet nowhere in travel retail, I didn't say 'wow, that's going to be easy' but I did say 'there is something we can do'."

Moving onto its new product launch, Lawrence explained that the new spirits launch for Brockmans is named "Brockman's Agave Cut" and revealed: "What we have done is we have taken Brockmans Gin and cut it with agave spirit and then added a little hint of pink grapefruit."

Lawrence concluded: "What we are doing, really, is tapping into Brockmans classic English gin with the fiery passion of Mexico's agave spirit with the pink grapefruit to help it along. The inspiration came from New York where bartenders were cutting gin cocktails with agave spirits and we thought it was really interesting and unique and fitted into the Brockmans ethos, which is about doing things a little bit differently. We have always called ourselves the proper improper gin."

He revealed: "Brockmans Agave Gin is produced in small batches in limited-edition numbered bottles and we are launching it in Cannes."

 **Green Village L60**

Sharing values makes scents



Le Coq Sportif has collaborated with Extend Beauty to co-create three fragrances, each with a scent that sets out to conjure feelings.

The fragrance line, which comes in three variants – Bleu Optimisme, Blanc Relax and Rouge Energie – ties up with Le Coq Sportif due to shared values.

Speaking about the partnership and fragrance launches, Extend Beauty President Antoine de Pracomtal said: “Le Coq Sportif is probably in the history of sports, definitely in France and probably also worldwide, the most historical brand that was born in 1882 and celebrated a 1924 partnership with the Olympics. Never before had it done fragrances, but we met and decided to do fragrances with us.”

Pracomtal explained: “For the first time we are going to present not one fragrance, not two, but three fragrances at the same time for the launch. We can also claim – and it is scientifically proven – that not only do these fragrances smell good, but they also have a ‘feel good effect’ on the wearer due to the active ingredients we have used to create them.”

When musing over why now was a good time to create these scents and what made the companies form this union, Pracomtal admitted: “We are two French companies that are totally dedicated to innovation, but also our values,” and attested that “this launch will progressively become global” and said the plans was to begin “in travel retail” and also “France as the first market”.

He added that, ultimately, the partnership was all about a shared view and revealed: “We were able to translate their values in fragrance. We have managed to achieve that. If there is one thing that everyone needs to remember then it is the value we share with Le Coq Sportif, is that every day a victory is possible.”

 **Riviera Village RG7**




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Majestic
STYLE

EXTEND BEAUTY BOOTH RG7 RIVIERA VILLAGE

Go Travel plugs in to FSC-certified packaging amid electrifying claims for its 2024 chargers offer revealed here

Travel accessories specialist Go Travel has had a range-wide revamp in time for Cannes, unveiling a much-updated electricals and chargers offer on its stand.

The electrical product offer overhaul comes off the back of an entire packaging range review in 2023, which has seen Go Travel commit to updating all its packaging by 2025.

Go Travel started to roll out its newly updated, FSC (Forest Stewardship Council)-certified packaging in the summer of 2023. The company wants to ensure its packaging and products are more environmentally sustainable (they are certainly easier for the consumer to open).

"We are excited to see more of our FSC-certified packaging, which is 100% recyclable, hitting the shelves in our travel retail partners' stores. FSC is an organisation ensuring responsible forest management and sustainable sourcing. By using FSC-certified packaging, we're making a major contribution to promoting eco-

friendly practices," says Denz Van Der List, Vice President Sales.

"Where we still need to use single-use plastic, we will continue to use the most environmentally friendly plastic, which is PET, the most recyclable plastic in the world, with one of the lowest environmental impacts of all packaging materials. PET is made to be remade, which makes it infinitely 100% recyclable" explains Van Der List.

"Meanwhile we are showcasing all the latest Go Travel updates at TFWA World Exhibition & Conference; this show is our kick-off to the new year 2024 and we are looking forward to meeting with our global customers. 2024 will see a lot of newness for Go Travel, we have developed a much bigger range of electrical adapters and chargers and other additional items, so the entire offer on show in Cannes is much broader" adds Van Der List.

 **Yellow Village B24**



"It's all about the journey" Denz Van Der List, Go Travel Vice President Sales, shows off the FSC (Forest Stewardship Council)-certified packaging. "FSC is an organisation ensuring responsible forest management and sustainable sourcing, by using FSC-certified packaging, we're making a major contribution to promoting eco-friendly practices."



Mavala launches caring make-up

Mavala, which is known for having roots in nail care, hand care and now beauty, has introduced a range of make-up products that are also to assist in improving your skin.

Its main new launch is a shiny lipstick that is set to appeal to modern and youthful conscientious consumers that want beauty products that fit with their lifestyle.

Explaining more about the products, Mavala Director General Doris Maute Bobillier said: "The focus this year is on a new lipstick which is vegan, gluten free and a shiny modern look. It is targeting a younger consumer."

Maute Bobillier revealed: "We are also focusing on a new product that is a serum foundation, so essentially it is two products in one." She explained: "It also has the effect of improving your skin even with regular use" and admitted that it assisted people in having "more beautiful bare skin."

This line comes in eight shades and means it has broad appeal for a more diverse audience. "There is also our concealer, which improves your skin" she said, and pointed out that "this is also treatment and make-up together".

Maute Bobillier concluded that the move was strategic and admitted that the evolution was to recognise that there was more that the brand could do, but still while retaining its heritage and roots in being a brand that cares. She added: "Really, we are moving into the make-up line, but still keeping the caring part."

 **Riviera Village RG16**

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Hero products; Absolute Quality: KOSÉ Travel Retail's Anahata Harikumar, Marketing Planner, and Hiroto Kitaki, Director Marketing, exhibiting the travel exclusives in the DECORTÉ "Absolute Quality" range which are crucial to its ambitions to expand in GTR.

Having exhibited in at the TFWA Asia Pacific Exhibition & Conference in Singapore several times, 2023 marks only the second-ever presence in Cannes for KOSÉ Travel Retail which is keen to expand further into Europe. GTR is a vital growth engine for KOSÉ Travel Retail and additionally its DECORTÉ range of travel exclusives are powering this drive – with some success – with a new counter opening in Paris at the end of this month with DFS.

Unsurprising, as well as Europe, KOSÉ also has ambitions to achieve presence at the major Middle East hubs, and also North America, with meetings planned with potential operators drawn from these regions throughout week at the TFWA World Exhibition & Conference being key to that strategy.

Riviera Village
RA/RC&RJ 4&20

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Hello Kitty! Please visit these first-time Cannes exhibitors

In its very first time at the TFWA World Exhibition & Conference Relkon has very high hopes of expanding its GTR presence for its extensive range of licenced products. Despite being based in Greece with its plethora of airports, its presence so far is limited to Israel. However, with more than 10 licences including Little Kitty, My Little Pony, Sponge Bob, Looney Toons, and Teenage Mutant Ninja Turtles, there is little doubt that Relkon should have major appeal to children and distributors alike.



Relkon's Pantelis Taselaridis, Marketing Director, and Thanos Fousekis: With more than than 10 licences these household name characters should have wide appeal to both child consumers and distributors alike.

Green Village L40

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