

TFWA

ASIA PACIFIC
EXHIBITION &
CONFERENCE

TFWA
daily

MONDAY 13 MAY 2024



04

Welcome Cocktail
At the Flower
Dome, Gardens
by the Bay

06

Today
TFWA Asia Pacific
Conference

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**New product
previews**
The latest launches

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President's Introduction



Erik Juul-Mortensen President, TFWA

Welcome to the 26th TFWA Asia Pacific Exhibition & Conference. With passenger numbers rising strongly across much of the region, this year's event takes place against a positive backdrop. China's citizens are gradually resuming international travel, while traffic at major airports elsewhere in Asia Pacific is close to or above its 2019 level. Indian travellers are venturing abroad in ever greater force and seem certain to join the Chinese as crucial customers for duty free and travel retail.

Our 2024 industry summit in Singapore reflects that upbeat dynamic. You will find more brands and more floorspace in the Exhibition than last year, and the number of pre-registered visitors is likewise well up on 2023. As you prepare for the coming week, let me highlight some key points. The Exhibition doors will open today, Monday, at 2:30pm (rather than Tuesday morning as previously). We also have topical workshops on Tuesday and Wednesday morning (8:00am-9:00am in the Begonia Room, MBS Level 3) analysing the all-important Chinese market and travellers' dwell-time habits respectively.

Another change for 2024 is the return of our networking programme. I hope you enjoyed last night's Welcome Cocktail in the Flower Dome. Make sure to look in at the TFWA Asia Pacific Lounge, open this evening and tomorrow from 6:00pm to 8:00pm on MBS Level 4. Above all, don't miss the Singapore Social Club on Wednesday night. Whether doing business on the Exhibition floor or relaxing with colleagues after the day's work, I wish you a productive, enjoyable time at this year's event.

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Don't miss a minute: Exhibition opens today at 14:30

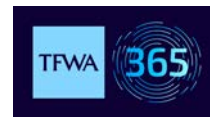
The first full day of TFWA Asia Pacific Exhibition & Conference 2024 starts today at 09:00 with the Conference, which runs until 12:00. Then there's the Networking Lunch from 12:00. The doors to the Exhibition and TFWA i.lab Asia open at 14:30, closing for the day at 18:00.

TFWA App

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TFWA 365



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

Free Wi-Fi service

A complimentary Wi-Fi service is offered throughout the conference venue and the exhibition halls. Follow the simple two-step process below to connect:

Step 1: Search and select the wireless network with SSID 'Marina Bay Sands'

Step 2: Read the Terms & Conditions and click 'CONNECT'. Upon successfully connecting, you will see the Wi-Fi icon on your device.

Reminder

A reminder to all attendees to take your badge with you at all times to access the social events, Conference, Workshops, Exhibition and TFWA i.lab Asia.

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

- **Two exhibition levels:** Basement 2 and Level 1
- **ONE2ONE Lounge:** Basement 2 (new location)
- **Press Centre:** Basement 2
- **Asian Bar:** Basement 2
- **Western Bar:** Basement 2
- **Information services & travel agent:** Basement 2
- **Cloakroom:** Basement 2 (new location)
- **TFWA i.lab Asia:** Level 1
- **Registration desks:** Level 1
- **Sushi Bar:** Level 1
- **TFWA offices:** Level 3
- **Workshops:** Level 3
- **TFWA Asia Pacific Lounge:** Level 4
- **Conference:** Level 5



01



Welcome Cocktail

Last night's Welcome Cocktail took place at the spectacular Flower Dome, at the Gardens by the Bay. A highlight was the chance to enjoy exclusive night-time access to the Flower Dome's stunning display of plants.



02



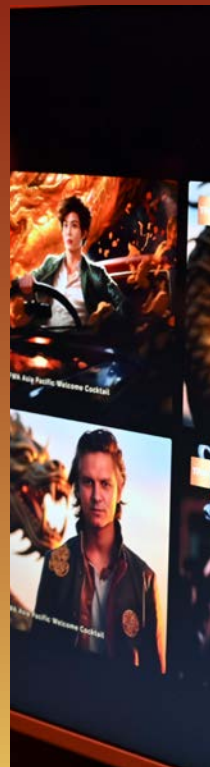
03



04



05





01 Valentina Dalle Mule, Export Manager Airlines, Bottega; Giulia Quaglino, Export & Travel Retail Manager, Nio Cocktails; Christian Gaudio, Duty Free & Travel Retail Management Group, Dufre; and Valentina Vesco, Account Duty Free & Travel Retail, Bottega.

02 Yvonne Wang, Assistant Trade Marketing Manager, Travel Retail China, Kering Eyewear, and Benedict Ho, Regional Key Account Manager, Essilor Luxottica.

03 Erik Juul-Mortensen, TFWA President, and Sarah Branquinho, President, Duty Free World Council.

04 iClick Interactive Asia Limited's Frankie Ho, President International Business; YP Keoh, Associate Sales Director; Shirley Chen, Associate Sales Director; Eric Cheng, Vice President APAC & EMEA; and Amber Woon, Sales Manager.

05 Bart Jansen, Contractor, Gielissen bv; Kerstin Krüger-Worreschk, Marketing Manager Global Travel Retail, Alfred Ritter GmbH & Co; and Oscar Mendel, Business Development, Secure Wallets.

06 Travel Retail Fine Wine Alliance (TRFWA) Symington Family Estates Asia Pacific Representative Jorge Nunes; Géraldine Gouet-Thureau, Prestige Account Manager EMEA & Global Travel Retail Manager, Cono Sur; Gonçalo Aragão e Brito, Symington Family Estates; and Violaine Creuzé, Global Duty Free & Travel Retail Director International E-Commerce Coordinator; Gonzalez Byass.

07 Gloria Dix, Head of Global Travel Retail & Fragrance Sales, Victorinox, and Lorraine Lee, Area Sales Manager - Travel Retail, Victorinox.

08 Mark Hatter, Sales Director, EZZ; Karlijn Vlasblom, Founder, TOOT!; and Joyce Aarts, Sales Manager, TOOT!

09 Prem B. Bhojwani, Director, PT Aura Luxe; Ajay Bindroo, CEO & Managing Partner, Beverly Hills Polo Club; and Bishan Prem Bhojwani, Managing Director, PT Aura Luxe.



Today: TFWA Asia Pacific Conference

The Asia-Pacific region remains an engine of growth for the world economy. By bringing together experts, this year's conference programme is designed to provide delegates with insight into the business and economic landscape in the region and the forces at play that can have a long-term impact on the health of the duty free and travel retail industry and its prospects in Asia. The Conference – moderated by Michele Miranda, Conference Director, Tax Free World Association, and Azran Osman-Rani, Author and venture capitalist – will be held in the Grand Auditorium, Level 5, Marina Bay Sands. Access to the Conference is free for all registered delegates.

Monday 13 May

09:05-09:25

Opening Address from TFWA President

In his opening address, TFWA President Erik Juul-Mortensen shares insights on the industry's current state and path forward during times of change.



*Erik Juul-Mortensen,
President, Tax Free World
Association*

09:25-09:35

Welcome remarks from APTRA President

Sunil Tuli, President of the Asia Pacific Travel Retail Association, will deliver an update on the association's critical projects and advocacy initiatives across the region.



*Sunil Tuli, President,
APTRA, and Group Chief
Executive, King Power
Group (Hong Kong)*

09:35-09:45

Welcome remarks from the Minister of State for Trade & Industry, and Culture, Community & Youth, Republic of Singapore

The Lion City is a crucial gateway to trade and commerce in Asia Pacific. TFWA is delighted to receive a welcome address from

Mr Alvin Tan, Minister of State, Ministry of Trade and Industry (MTI) and Ministry of Culture, Community and Youth (MCCY), Republic of Singapore.



*Alvin Tan, Minister of
State, Ministry of Trade
and Industry (MTI) and
Ministry of Culture,
Community and Youth
(MCCY), Republic of
Singapore*

09:50-10:20

Asia Pacific: Takes off

Asia Pacific plays a crucial role in shaping the global economy. Driven by resilient domestic demand and strong consumer spending from East Asia to India, the region is projected to experience strong economic growth in 2024. Thanks to its rising middle class and technological advancements, the vast continent presents numerous profitable opportunities for businesses. To provide sound analyses and how to mitigate risks, the opening session will welcome author and economist Keyu Jin and hear her perspectives on the region's economic outlook and navigating the macroeconomic challenges.



*Keyu Jin, Author,
economist and professor,
London School of
Economics*

10:50-11:20

All eyes on India

With a population of 1.4 billion people, India is one of the largest consumer markets

in the world. India's positive economic trajectory has paved the way to a burgeoning middle class with disposable income and desire to travel. Today, India is also home to Asia's biggest airport development and expansion projects. More than ever, the time is ripe to explore the opportunities in detail and determine how to tap into this vibrant market. To help you make informed decisions, this session will hear from author, business, and marketing expert Nirmalya Kumar.



*Nirmalya Kumar, Author
and professor, Singapore
Management University*

11:20-12:00

Tech innovation: What's next?

Society has witnessed technological advancements that are gradually making everyday lives easier, more convenient, and – well, more interesting. The rapid progress in artificial intelligence is opening new opportunities and challenges for businesses and individuals alike; set to revolutionise the world as we know it. Artificial intelligence is the magic of the moment, but this session is a story about what's next. To predict trends affecting businesses and the global travel and retail industry, the closing session of this year's Asia Pacific Conference will feature best-selling author, physicist and professor, Dr Michio Kaku.



*Michio Kaku, Author,
physicist, and professor,
City College of New York*



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Workshop: China Watch

**Tuesday 14 May, 08:00-09:00,
Begonia Room, Level 3, Marina
Bay Sands**

Driven by its expanding aviation sector and advancement in experiential retail innovation, the China market is poised for growth and transformation. What's more, China's contemporary retail has embraced a digital culture opening the market to more competition to capture the attention and loyalty of the Chinese consumer. The workshop will explore where China stands today: the latest airport developments, macro trends shaping the market in downtown duty free, duty paid and new opportunities in Hainan. It will also look at the latest digital trends and consumption behaviour of today's Chinese travelling consumer. Delegates will hear from Ma Yan, General Manager of Sino-Singapore Chongqing Airport Commercial Management Co. Ltd. (SSCACM); Matt Liao, Senior Vice President of Brand, Marketing and Public Relations for China Duty Free Group; and Keith Chen, Director of Global Travel Retail, Luxury Jewelry, and Fashion Accessories Business Group for Xiaohongshu. The session will be moderated by TFWA's Chief China Representative Hannah Gao.



◀ **Ma Yan, General Manager, Sino-Singapore Chongqing Airport Commercial Management Co. Ltd. (SSCACM)**



◀ **Keith Chen, Director - Global Travel Retail, Luxury Jewelry, and Fashion Accessories Business Group, Xiaohongshu**



◀ **Matt Liao, Senior Vice President, Marketing, Branding and Public Relations, China Duty Free Group**

Workshop: Decoding Today's Dwell Time

**Wednesday 15 May, 08:00-09:00,
Begonia Room, Level 3, Marina
Bay Sands**

In today's fast paced and hyper-connected world, the number of different players competing for the travelling consumer's dwell time is increasing. Through a combination of research and expert insights, the workshop aims to connect the dots and explore internal and external factors influencing customer in-store time, as well as provide actionable insights to all duty free and travel retail stakeholders. The audience will hear from Pi-Insight Managing Director Stephen Hillam on the latest data of Asian shoppers from their Global Shopper Series; and global consulting firm Kearney Senior Partner Siddharth Pathak will present their latest findings on the critical factors that keep customers engaged. From the airport's perspective, Malaysia Airports Holdings Berhad Senior General Manager of Commercial Services Puan Hani Ezra Hussin will give an update on how concessionaires are elevating their game for a more memorable and fulfilling customer experience. The workshop will be moderated by TFWA Conference Director Michele Miranda.



◀ **Stephen Hillam, Managing Director, Pi Insight & Research Ltd**



◀ **Siddharth Pathak, Senior Partner, Kearney**



◀ **Puan Hani Ezra Hussin, Senior General Manager of Commercial Services, Malaysia Airports Holdings Berhad**

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Workshops

China Watch Workshop
Main Partner:



Networking

Welcome Coffee:



Networking Coffee Break:



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“A new generation of savvy consumers will *redefine the economic and political landscape*”

In today's TFWA Asia Pacific Conference, Keyu Jin, Author, Economist and Professor, London School of Economics, is speaking in a segment titled 'Asia Pacific: Takes Off'.

“The Asian economy is characterised by high resilience and large economic potential,” Jin shares. “Consumption upgrading, lifestyle consumption is the next big thing, and a new generation of savvy consumers will redefine the economic and political landscape, particularly in China. Even if China slows down, its absolute contribution to the global economy is still enormous.”

The top three countries with the fastest growth this and next year are all in Asia. Asia as a whole contributes to about two-thirds of global growth. “50% of the global consumer class are in Asia, and half of its population are middle class,” Jin explains. “It has become one of the most connected components for the global supply chain and technology network.”

Meanwhile, digital connectivity and rapid growth in technology will accelerate trade in goods and services, and provide financial inclusion that accelerates growth. “China's aim to climb up the value chain through smart manufacturing and the triangle of communications, Artificial Intelligence (AI), and data is a full manifestation of the fourth industrial revolution,” says Jin. “Regional trade will be more important than ever. Businesses will see opportunity in sectors ranging from the digital economy to the green economy, AI, and new consumerism.”

Keyu Jin, Author, Economist and Professor, London School of Economics: “The Asian economy is characterised by high resilience and large economic potential. Consumption upgrading, lifestyle consumption is the next big thing, and a new generation of savvy consumers will redefine the economic and political landscape, particularly in China. Even if China slows down, its absolute contribution to the global economy is still enormous.”



“*India is an attractive market* and still relatively under-penetrated by global chains”

With a population of 1.4 billion people, India is one of the largest consumer markets in the world. India's positive economic trajectory has paved the way to a burgeoning middle class with disposable income and desire to travel. Today, India is also home to Asia's biggest airport development and expansion projects. More than ever, the time is ripe to explore the opportunities in detail and determine how to tap into this vibrant market.

In today's TFWA Asia Pacific Conference, Nirmalya Kumar, Author and Professor, Singapore Management University, is speaking in a segment titled 'All Eyes On India'.

“India is an attractive market and still relatively under-penetrated by global chains (e.g. IKEA, Zara, Starbucks) relative to its potential,” says Kumar. “Multinational companies like Colgate Palmolive, Nestlé, or Unilever that invested early in making a success in India have seen disproportionate market cap for their India subsidiaries. For example, the Indian subsidiary of Unilever is 70% of Unilever's overall global market cap.”

The Indian market, while large, does require localisation for success given the idiosyncratic consumption patterns and consumer behaviour. “There are also constraints that must be overcome,” Kumar explains. “Uber and Amazon had to learn how to accept cash on delivery given only 1-2% of Indians had credit cards.”

Kumar adds that, while some consumers perceive duty free is cheaper, the data demonstrates that this is true only for some highly taxed products. “Furthermore, Indian duty free prices are among the highest. Increasingly, the need to tap into buyer motivations other than price will become critical for success.”



Nirmalya Kumar, Author and Professor, Singapore Management University: “India is an attractive market and still relatively under-penetrated by global chains (e.g. IKEA, Zara, Starbucks) relative to its potential. Multinational companies like Colgate Palmolive, Nestlé, or Unilever that invested early in making a success in India have seen disproportionate market cap for their India subsidiaries. For example, the Indian subsidiary of Unilever is 70% of Unilever's overall global market cap.”



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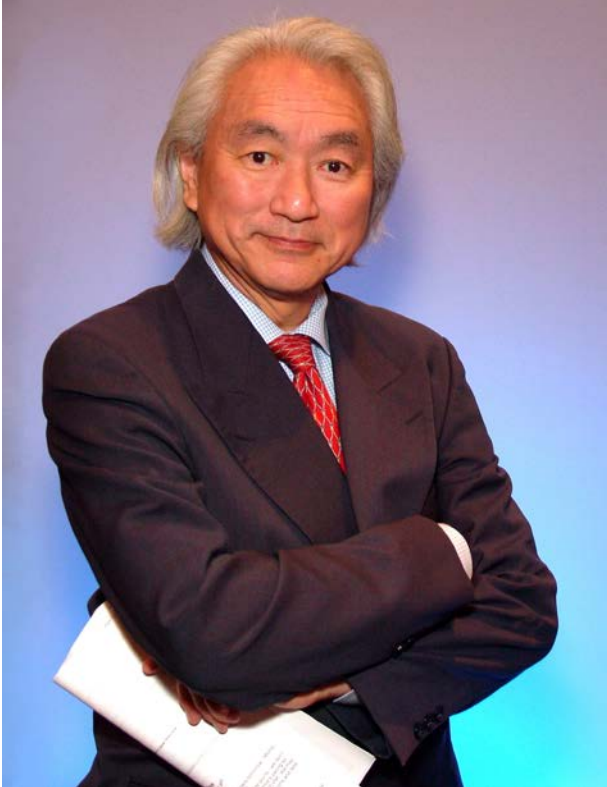
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Tech innovation: *What's next?*

The rapid progress in Artificial Intelligence (AI) is opening new opportunities and challenges for businesses and individuals alike. AI is the magic of the moment, but this session of today's TFWA Asia Pacific Conference is a story about what's next. To predict trends affecting businesses and the global travel and retail industry, the closing session of this year's Asia Pacific Conference will feature best-selling author, physicist and professor, Dr Michio Kaku.

"In spite of the coronavirus, the tourist industry is making a steady comeback," says Kaku. "Tourist agencies are flooded with a rising request for foreign travel. What is driving much of this is the demographic change in world finances, with a rising middle class eager to see the world. After centuries of poverty and neglect, a historically new rising middle class is driving a steady rise in tourism. Second, technology is making tourism more accessible to first-time travellers. The bottlenecks and inconveniences of travel are being eliminated. Companies must take advantage of this technological revolution, especially AI, to encourage the next generation of tourists."

Indeed, AI is making long distance travel easier, faster, more convenient, and cheaper. "AI is smoothing out all the kinks and speed bumps in international travel, especially for first time tourists," Kaku explains. "Problems – like lost luggage, long lines, confusing signs, lost tourists – can be eliminated by AI. Menial tasks are increasingly being done by robots. The language problem with international travel can also be eliminated via AI universal translators, in people's cell phones and also in friendly robots that can answer all questions."



Michio Kaku, Author, physicist, and professor, City College of New York: "Technology is making tourism more accessible to first-time travellers. The bottlenecks and inconveniences of travel are being eliminated. Companies must take advantage of this technological revolution, especially AI, to encourage the next generation of tourists."



Azran Osman-Rani, Author and venture capitalist: "I hope participants of this event will leave with three take-aways: Curiosity to pick up new ideas and insights, Connection from meeting new people and reinvigorating old friendships, and Courage to bring back and implement bold and exciting business initiatives."

Curiosity, Connection and Courage – three key take-aways from today's TFWA Asia Pacific Conference

Azran Osman-Rani, Author and venture capitalist, is co-moderator of today's TFWA Asia Pacific Conference, alongside Michele Miranda, Conference Director, Tax Free World Association.

"I'm excited to be a part of this conference because of the significance of this milestone year for TFWA and because travel is especially meaningful for me professionally and personally – I like to think I still have aviation jet fuel running through my veins," says Osman-Rani. "I hope participants of this event will leave with three take-aways: Curiosity to pick up new ideas and insights, Connection from meeting new people and reinvigorating old friendships, and Courage to bring back and implement bold and exciting business initiatives."

Osman-Rani's experience includes pioneering the long-haul, low-cost airline model as the founding CEO of AirAsia X, as well as being part of the start-up team at iflix. "While my role is to support to amplify the exciting messages from our expert speakers that day, as someone who has been deeply involved in the air travel industry and still connected to it, I can add the perspectives from the airline industry," Osman-Rani explains. "Three key themes resonate in today's climate: First, how most major Asian airports become slot-congested, will we see more higher-seat capacity aircraft being used even for short-haul routes? Second, the inexorable trend of sustainable travel, from how we manage carbon emissions to materials used throughout the travel journey. Finally, for Southeast Asia, how connectivity and passenger travel will trend from secondary markets in China and India."



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China Duty Free Group enhancing digital capabilities to elevate the customer experience

Tomorrow's China Watch Workshop (08:00-09:00, Begonia Room, Level 3, Marina Bay Sands), will hear from Matt Liao, Senior Vice President, Marketing, Branding and Public Relations, China Duty Free Group.

"At the China Watch Workshop at TFWA Asia Pacific Exhibition & Conference, I will engage with participants in exploring new trends in travel retail consumption," Liao shares. "We will focus on three key areas: a more relaxed environment, China Duty Free Group's stable development and strong confidence, and the evolving needs and experiences of consumers. By examining these factors, we aim to enhance digital capabilities to elevate the customer experience, unlock new opportunities in China's travel retail market, and collaborate towards propelling the global duty free and travel retail industry to a thriving future."

In the realm of physical retail channels, China Duty Free Group is continually refining its business portfolio by spearheading initiatives that seamlessly blend entertainment, leisure, and art into immersive retail experiences. "At cdf Haikou International Duty Free Shopping Complex, visitors are transported to a fantastical Hainan paradise through the uniquely captivating 'Aura: The Forest at the Edge of the Sky' atrium installation, an exclusive creation of CDFG," Liao explains. "The 'Meet You Museum' series seamlessly integrates art into the shopping experience, while the ball screen flying theatre takes customers on exhilarating virtual journeys. The Global Beauty Plaza located at Block C of cdf Sanya International Duty Free Shopping Complex is dedicated solely to fragrance and cosmetics. This one-of-a-kind space features Hainan's first integrated SPA centre, offering an oasis of pampering and relaxation."



Matt Liao, Senior Vice President, Marketing, Branding and Public Relations, China Duty Free Group: "At the China Watch Workshop at TFWA Asia Pacific Exhibition & Conference, I will engage with participants in exploring new trends in travel retail consumption. We will focus on three key areas: a more relaxed environment, China Duty Free Group's stable development and strong confidence, and the evolving needs and experiences of consumers."

China Watch: "The shift from basic amenities to a diverse retail experience is evident"

Ma Yan, General Manager, Sino-Singapore Chongqing Airport Commercial Management Co. Ltd, is speaking in tomorrow's China Watch Workshop.

China's status as the world's second-largest aviation market underscores its tremendous commercial potential, particularly within its airport sectors. "Chinese airports, buoyed by rapidly increasing passenger traffic and a burgeoning middle class eager for both domestic and international travel, present ripe opportunities for retail growth," says Yan. "Notably, due to stringent regulations on duty free retail and a domestic traffic majority of approximately 90%, duty-paid retail emerges as the principal revenue generator at most Chinese airports. The pre-security areas, capable of expansion, are particularly poised for escalating this duty-paid revenue."

The strategic extension of satellite terminals enhances the commercial viability of landside zones like check-in halls. "These areas, pivotal for both travellers from various terminals and non-travellers such as airport staff and residents, are

increasingly being viewed as lucrative retail hubs," Yan explains. "Their proximity to ground transportation and urban centres further augments their potential. This evolution aligns with the broader strategy of transforming landside transport centres into multifunctional complexes, thereby initiating a new growth trajectory in airport commercial development."

Simultaneously, the landscape of airport retail in China has undergone significant evolution. "The shift from basic amenities to a diverse retail experience is evident with the introduction of luxury brands such as Louis Vuitton, now present in five Chinese airports, alongside a proliferation of specialty stores," Yan adds. "This transition is complemented by an increased focus on digital integration, offering passengers a seamless omnichannel shopping experience."

Ma Yan, General Manager, Sino-Singapore Chongqing Airport Commercial Management Co. Ltd: "The shift from basic amenities to a diverse retail experience is evident with the introduction of luxury brands such as Louis Vuitton, now present in five Chinese airports, alongside a proliferation of specialty stores."



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TFWA i.lab Asia: *innovation in action*

Xiaohongshu: a pioneering force in fashion and lifestyle trends

Xiaohongshu (Level 1 – i.lab 9), China’s leading social media and lifestyle platform, and a pioneering force in fashion and lifestyle trends, boasts an impressive network of over 80 million content creators, with user-generated content (UGC) accounting for 90% of its offerings. “This authentic, wide-ranging, and exceptional content, coupled with Xiaohongshu’s distinctive ‘content seeding’ approach, allows the platform to probe into consumer psyches and initiate movements that define trends,” says Keith Chen, Head of Luxury Commercialization, Xiaohongshu. “Serving as a critical touchpoint for engagement, Xiaohongshu empowers luxury brands



Xiaohongshu, China’s leading social media and lifestyle platform, and a pioneering force in fashion and lifestyle trends, boasts an impressive network of over 80 million content creators, with user-generated content (UGC) accounting for 90% of its offerings.

to tap into emerging trends and buzzworthy topics, facilitating a deeper understanding of target demographics. This, in turn, equips brands with a wealth of insights for nuanced content-driven marketing strategies. These advantages have positioned Xiaohongshu as the platform of choice for brands aiming to engage with the Chinese market and unlock new growth opportunities.”

Since its inception, Xiaohongshu has embraced global shopping as a core element of its development, evolving into China’s premier social media platform where millions come together to share lifestyle inspirations. “Our platform stands out for its ability to engage and sway travellers at every stage of their journey, from initial planning to reflective post-trip moments,” Chen explains. “With an extensive collection of destination-inspired content, user-generated itineraries, and expert shopping guides, Xiaohongshu serves as a comprehensive resource for travellers seeking both inspiration and practical advice.”

As a result, Xiaohongshu has meticulously crafted strategies tailored for travel retailers, encompassing pre-trip seeding marketing initiatives, incentivised engagements during the trip, and effective post-trip UGC circulation management. Additionally, Xiaohongshu employs sophisticated Net Promoter Score (NPS) monitoring tactics to gauge user satisfaction and continuously refine its approach.

“We place great importance on Xiaohongshu’s involvement in the TFWA Asia Pacific Exhibition & Conference,” Chen shares. “Our commitment to the duty free/travel retail industry aims to bring significant benefits to a wider range of brands, retailers, and duty free businesses. Moreover, we are eager to deepen our understanding of the industry and expand our knowledge through active participation. By engaging with industry leaders at events like TFWA, we strive to deliver even greater value and contribute meaningfully to the ongoing growth and development of the sector.”

TFWA i.lab Asia at a glance

- TFWA i.lab Asia is hosted in partnership with the Singapore Tourism Board.
- TFWA i.lab Asia opens at **14:30** on **Monday 13 May**.
- Opening hours: **14:30-18:00** on **13 May**; **09:00-18:00** on **14-15 May**; **09:00-17:00** on **16 May**.
- Location: Level 1, Marina Bay Sands Expo & Convention Centre.
- TFWA i.lab Asia pitch sessions take place on **Tuesday 14 May** from **14:30** to **15:30** and on **Wednesday 15 May** from **10:30** to **11:30** (Level 1, Marina Bay Sands Expo & Convention Centre).
- A dedicated workshop hosted by Xiaohongshu takes place on **Wednesday 15 May** from **10:00** to **10:20** (Level 1, Marina Bay Sands Expo & Convention Centre).

TFWA i.lab Asia opens today at 14:30 on the exhibition show floor within Level 1 of the Marina Bay Sands Expo & Convention Centre. It features 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.



iClick Interactive: unlocking the power of Chinese travel retail

Founded in 2009, iClick Interactive's (Level 1 – i.lab 11) journey began with a vision: empowering international brands to connect with Chinese consumers. Today, it's a leading online marketing and data solutions provider, trusted by over 3,000 clients to navigate the ever-evolving Chinese digital landscape.

"We understand that travel retail success hinges on engaging Chinese travellers," explains Eric Cheng, Vice President, APAC & EMEA, iClick Interactive Asia Group Limited. "That's why we leverage our deep consumer insights and programmatic advertising to deliver laser-focused campaigns that drive sales and brand awareness. Our partnerships with key Chinese digital giants like Tencent, Baidu, Xiaohongshu, and leading OTAs solidify our position as your gateway to the lucrative Chinese travel retail market."

iClick Interactive is empowering brands with cutting-edge insights. China's outbound travel is on the rise, and retail spending is poised to follow suit. At TFWA i.lab Asia, iClick Interactive is unveiling its '2024 Chinese Outbound Travelers Whitepaper', which explores trends and provides actionable strategies for success. "This Whitepaper, a collaboration with industry leaders including Qunar and Ocean Engine, provides comprehensive insights for brands and marketers," says Cheng. "Visit our booth at TFWA i.lab Asia for a free consultation and gain access to even more in-depth information, actionable strategies, and expert recommendations."

This year marks iClick Interactive's third participation at TFWA i.lab Asia. "Our involvement this year goes beyond showcasing solutions," Cheng adds. "We're here to forge connections with industry leaders and gain invaluable market insights through networking and educational events. This collaborative spirit allows us to refine our offerings and deliver unmatched client results."



At TFWA i.lab Asia, iClick Interactive is unveiling its '2024 Chinese Outbound Travelers Whitepaper', which explores trends and provides actionable strategies for success.

TFWA i.lab participants

BeLive Technology	Level 1 - i.lab 10
China Trading Desk – NEW	Level 1 - i.lab 2
Elba Group – NEW	Level 1 - i.lab 8
FXMedia – NEW	Level 1 - i.lab 15
Hylink Group – NEW	Level 1 - i.lab 7
iClick Interactive	Level 1 - i.lab 11
Kotozna – NEW	Level 1 - i.lab 1
Mela Platforms – NEW	Level 1 - i.lab 3
Outform – NEW	Level 1 - i.lab 13
PERFECT CORP – NEW	Level 1 - i.lab 6
Syook – NEW	Level 1 - i.lab 14
Travel-X	Level 1 - i.lab 5
Virtual Wander – NEW	Level 1 - i.lab 4
Xiaohongshu – NEW	Level 1 - i.lab 9
Yegaan – NEW	Level 1 - i.lab 12

Partners:



SHISEIDO showcases *Future Solution LX Total Regenerating Cream S*

The Future Solution LX (FSLX) line featuring the Total Regenerating Cream S, is reborn to unlock the secrets to ever-evolving beauty. Backed by 40 years of genetic research, this rich, smooth cream harnesses the power of the highly concentrated LonGenevity Science™ and Japanese Precious ENMEI herb, to deeply penetrate and optimise skin's nighttime environment. This innovative approach activates the CCN2 (Cellular Communication Network Factor 2) gene, promoting lasting skin's resilience and brilliance from within. The exclusive revitalising technology continues to elevate skin's beauty with resilience that seems to surge from within, visibly improving resilience loss and visibility of wrinkles for a look of lifted firmness and refined contours.

In tribute to the longevity of Japanese art and design, the packaging of the FSLX line draws inspiration from traditional Japanese tea utensils. Carefully crafted using sustainable materials, each container features a cap embedded with a piece of Japan's legendary Nishijin textile, symbolising luxury and uncompromising



beauty from ancient times to the modern era. The tray holding the creams is inspired by Tatamiberi designs – a traditional Japanese craft of binding the edges of a tatami mat with custom material, originating from over 1,300 years ago.

Level 1/1-T8

Mavala's Serum Foundation beautifies, awakens and unifies complexion

Mavala is presenting its new Serum

Foundation, which improves skin quality day by day, leaving skin more hydrated, smoother and brighter. It is said to have all the effectiveness of a radiance serum in a second-skin foundation. With its hybrid formula that is half-serum, half-foundation, Serum Foundation enhances the complexion, activates radiance, moisturises, protects and soothes skin. Its fluid texture allows a buildable coverage and reveals a semi-matte ultra-natural finish.

The formula is full of active ingredients. Vitamin C enhances glow, natural prebiotics reinforce the skin barrier and the balance of its microbiota, Swiss Mallow flower soothes skin, and plant origin glycerin hydrates skin.

Serum Foundation is ideal for combination to oily skin and comes in a range of eight fusion shades.



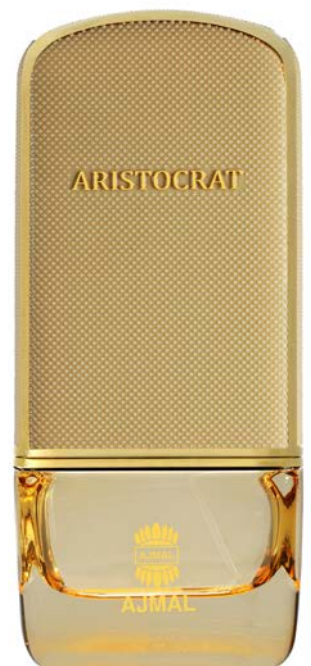
Basement 2/2-K1

Ajmal's aristocratic aromas

Ajmal is showcasing the new Aristocrat Coral and Coastal, which capture the essence of the Maldives and Indian heritage in two distinct scents that symbolise feminine grace and masculine vigour.

The name 'Aristocrat' was chosen to reflect the regal, timeless, and noble past of India. Each note in Aristocrat Coral and Coastal was carefully selected to evoke the serene yet powerful essence of the fascinating Maldives landscapes.

The newest addition in the line is Aristocrat Coral, which opens to velvet peach that blends well with osmanthus flower, creating a scent that wraps you like a precious organza shell. In contrast to the delicate allure of Aristocrat Coral, Aristocrat Coastal explodes with a burst of grapefruit and basil, exuding the robust, spirited essence of the sea's endless horizons.



Basement 2/2-H10

EAORON harnessing cutting-edge medical cosmetic science and technology

EAORON stands at the forefront of Australian skincare innovation, embodying the essence of 'born for beauty'. Rooted in Australia's natural splendour, EAORON harnesses cutting-edge medical cosmetic science and technology to empower women worldwide with beauty and confidence. Recognised by three Australian Prime Ministers, EAORON has become a national icon, guiding the trajectory of Australia's beauty industry.

At TFWA Asia Pacific Exhibition & Conference, EAORON is showcasing the Ultimate Anti-Aging Set. This exclusive bundle encompasses two powerhouse products: the NMN Line Filler Mask and the Pro-Xylane Platinum Youth Cream. Crafted with precision and enriched with potent antioxidants, this duo stands as the epitome of age-defying skincare. Complementing the transformative effects of the NMN Line Filler Mask is the Pro-Xylane Platinum Youth Cream. Enriched with a potent blend of antioxidants, including the esteemed Pro-Xylane compound, this luxurious cream penetrates deep into the skin's layers to target the root causes of aging. By stimulating collagen production and reinforcing the skin's natural barrier, it helps diminish the appearance of fine lines and wrinkles while promoting a firmer, more radiant complexion.

EAORON is also highlighting a bundle combining two of EAORON's most coveted face masks – the Hyaluronic Acid Collagen Face Mask



and the Instant Whitening Face Mask – to deliver an unparalleled sensory experience that transcends traditional skincare boundaries.

Infused with the potent combination of hyaluronic acid and collagen, these two masks replenish and revitalise the skin, leaving it plump, hydrated, and irresistibly radiant. With each use, it works tirelessly to diminish the appearance of fine lines and wrinkles, restoring a youthful luminosity.

 **Basement 2/2-H28**

The advertisement features three stacks of perfume bottles in blue, white, and red, arranged in a slightly curved line. To the right is the Reebok logo in white. Below the logo, the text reads 'Visit us at B2-J19' and '·TAILORED PERFUMES·'. The background is a dark, reflective surface.

Tailored Perfumes presenting new Women's Secret Beauty Confidences line

Beauty Confidences is inspired by the feminine power of the ancestral circles of women in which vital experiences and knowledge are shared since immemorial times. The new line is based on these confidences and beauty secrets, shared from generation to generation.

This new beauty world has three different lines that offer their own sensorial experience. Each line offering a complete nurturing routine – a foaming shower gel, a body scrub, a body cream and a body, face & hair oil.

Harmony muse offers wellness and a moment to retreat yourself into your own care. Divine touch is a moment to celebrate yourself, to revitalise your skin and your mind. Goddess Elixir aims to offer you a moment where you become your most sensual and vibrant self, treating yourself to feel like a modern goddess.

 **Basement 2/2-J19**



Extend Beauty highlighting Majestic Style and Romantic Style fragrances from Princesse Marina de Bourbon

Extend Beauty is highlighting its Princesse Marina de Bourbon brand, with two new creations enriching the STYLE collection. Dive into the universe of a multi-faceted princess with the Majestic Style and Romantic Style fragrances. Majestic Style brilliantly captures the essence of royalty and opulence with an intoxicating floral bouquet and sensual notes that exalt a magnetic depth, while Romantic Style blends romance and playfulness through deliciously tender and bright notes bursting with positivity.

 **Basement 2/2-K9**



Experience clinic-level glow with Dr.Ci:Labo VC100 Essence Lotion EX

Award-winning Dr.Ci:Labo VC100 Essence Lotion EX is formulated with next-generation high-penetrating Vitamin C for smooth translucent glowing skin.

Developed with dermatologists, this luxurious essence lotion goes beyond the surface, deeply nourishing and revitalising your skin from within.

Whether you're combating signs of aging or simply seeking to elevate your skincare routine, Dr.Ci:Labo VC100 Essence Lotion EX is here to wake up your clinic level glow.

 **Level 1/1-S8**

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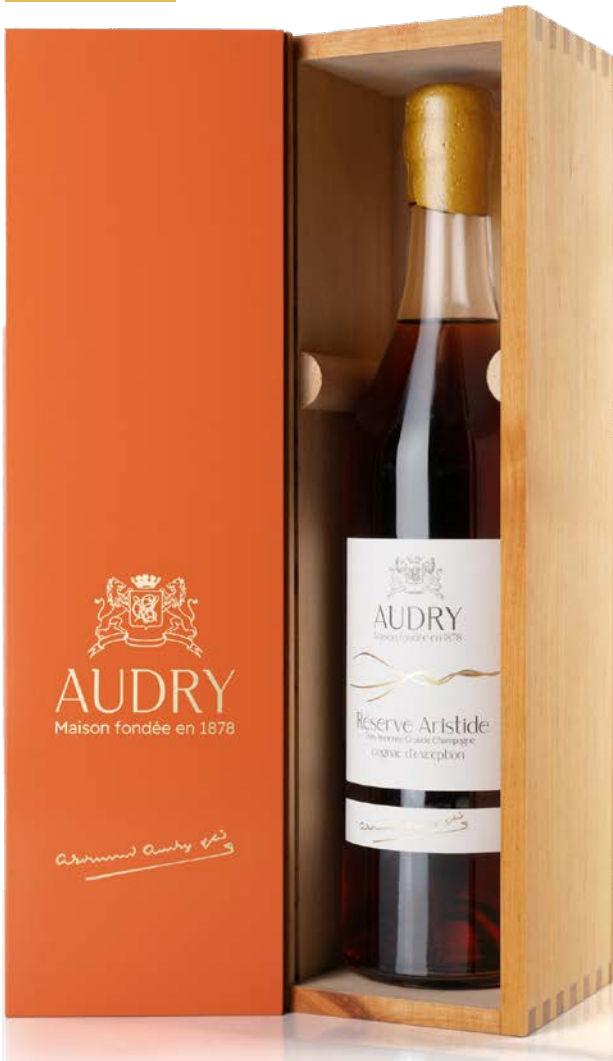
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Maison Audry launches three cognac collections into global travel retail

The best cognac you've never heard of, according to Time Magazine, Maison Audry is launching into the global travel retail channel at TFWA Asia Pacific Exhibition & Conference.

Since its inception in 1878, when Auguste Edmond Audry started the cognac house A. Edmond Audry & Cie, quality has always been an absolute priority for Maison Audry. Its exceptional cognacs are a blend of eaux-de-vies gleaned exclusively from the Petite and Grande Champagne regions.

The specific terroirs where the grapes are grown create the perfect conditions for a long aging process, allowing rich and complex notes to develop further. Patience, combined with the art of blending has been the hallmark of the brand for five generations, and this has given birth to an incredibly rich and complex aromatic range.

Maison Audry is focusing on three SKUs, which are ideally suited for travel retail: Collection 78, Réserve Aristide and the Discovery Box.

Basement 2/2-N14

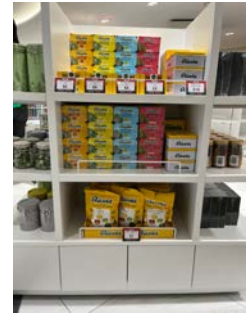
Ricola returns to TFWA Asia Pacific at peak of regional travel retail success

Ricola is returning to TFWA Asia Pacific Exhibition & Conference where it is building upon its current success in the region. In line with expectations, the Swiss Herb specialist has developed dynamically in Asia Pacific in the first quarter of this year, particularly in South Korea where it has listings with all the key retailers in the market.

Visitors to Ricola's stand will be able to see its best-selling products including the brand's 75g tins (Original Herb, Lemon Mint and Cranberry), 4 x 40g Box Multipack, and the 250g Original Herb Tin.

"It is very exciting to be returning to TFWA Asia Pacific during this crucial phase for our business in the region," said Andreas Reckart, Ricola's Head of GTR. "Ricola's success in Asia Pacific has been impressive thus far, and we're eager to keep the momentum going forward."

Basement 2/2-H6

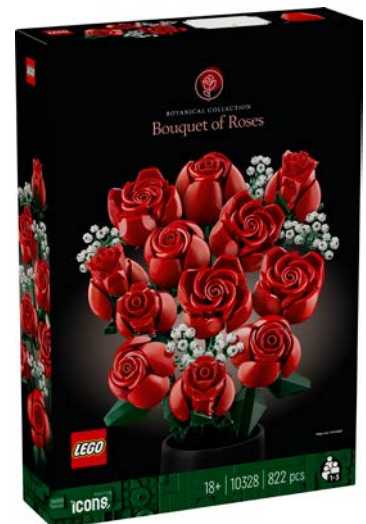


LEGO presents radiant buildable Bouquet of Roses

Indulge yourself or gift a loved one with the LEGO Icons Bouquet of Roses – perfect for any special occasion. This radiant buildable bouquet includes a dozen red roses and four sprigs of baby's breath.

Enjoy a mindful building experience as you craft each bloom before placing them in your favourite vase to create a timeless display for the home or office.

A top gift idea for fans of flowers and garden lovers. This set is available through LEGO branded channels including LEGO Airport Stores. The bouquet will be highlighted at the LEGO stand during TFWA Asia Pacific Exhibition & Conference, where a 'lucky draw' will also take place with three winners per day. Visit the LEGO stand and participate for a chance to win the beautiful LEGO Bouquet of Roses.



Basement 2/2-H19



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Nestlé targets further growth in Asia Pacific region

At the centre of Nestlé International Travel Retail's (NITR) focus at TFWA Asia Pacific Exhibition & Conference are products within its VERSE (Value, Engagement, Regeneration, Sense of Place and Execution) model, including new travel retail exclusive lines led

by Nestlé Sustainably Sourced Cocoa. This showcases Nestlé's work over the past 15 years in major cocoa growing regions via the Nestlé Cocoa Plan.

NITR's key KITKAT offer, including KITKAT Senses Cookie Dough, KITKAT Senses Lotus & Milk and KITKAT Destination Packs, will also be featured at the event, along with innovative SMARTIES products and the latest additions to the company's increasingly important coffee line-up.

KITKAT Mini Moments Milk & Lotus (195.6g) is new to Asia Pacific and already proving a popular line with Gen Z travellers, along with the KITKAT Senses Cookie Dough and KITKAT Destination Gift Packs.



Basement 2/2-J32

Suntory Global Spirits embraces new era at TFWA Asia Pacific Exhibition & Conference

Suntory Global Spirits (formerly Beam Suntory), is looking forward to connecting with customers and colleagues at TFWA Asia Pacific Exhibition & Conference. The recently announced rebranding is introduced as the company marks 10 years of sustained, profitable growth since Suntory Holdings acquired Beam Inc. in 2014. The global travel retail channel will continue to play a key role as the group now looks forward to its next successful decade.

In line with Suntory Global Spirits' commitment to innovation and premiumisation, Bowmore and the House of Suntory will be among the brand platforms showcased in Singapore, ahead of an exciting

The Cotswolds Distillery a beacon of excellence in the world of whisky

The Cotswolds Distillery stands as a beacon of excellence in the world of whisky, particularly within the English whisky segment. Its participation at TFWA Asia Pacific Exhibition & Conference is testament to its dedication to expanding across Asia, a region where The Cotswolds Distillery has already achieved remarkable success since its launch last year.

The company's strategic expansion for 2024 is focused on building upon this momentum, with the aim of reaching new heights in the Asian market. The Cotswolds Distillery brand is synonymous with super-premium quality, offering a diverse range of products that are perfectly suited for every travel retail environment. Its whiskies are not just a reflection of English tradition, but also represent the exciting potential of New World Whisky.



Basement 2/2-F15



pipeline of new product development and compelling activation concepts.

Visitors to the stand will be invited to discover the House of Suntory's new and inaugural global travel retail exclusive Yamazaki and Hakushu Kogei Collection (2024 Japanese Kimono Edition), which made its worldwide debut in April at the House of Suntory's first-ever travel retail shop-in-shop boutique located at Singapore Changi Terminal 3.

Basement 2/2-M10

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Booth 2-G29

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Vecchio Amaro del Capo – a herb-based liqueur from an ancient family recipe

At TFWA Asia Pacific Exhibition & Conference, Gruppo Caffo 1915 will present Vecchio Amaro del Capo, the leading Amaro in Italy. It is a herb-based liqueur born from an ancient family recipe, which includes 29 botanicals from Calabria, the region where the company is located.

The product has been refined over the years through the expertise of the Caffo family, acquired over four generations of distilling. The delicate and aromatic taste of Vecchio Amaro del Capo is well-suited for even the most sensitive palates not accustomed to this type of beverage (Amaro means bitter in Italian). Enjoy Vecchio Amaro del Capo ice-cold (suggested serving temperature -20°C) to enhance the flavours and scents of the herbs in the liqueur.

The Vecchio Amaro del Capo Red Hot Edition features peperoncino (chilli pepper from Calabria) and offers a pleasant spicy twist given by the 30th herb, the peperoncino 'diavolicchio' from Calabria.



Basement 2/2-D2



Maestrani showcasing new Avelines Princesses

Inspired by a traditional chocolate specialty recipe 'Amandes Princesses' from Geneva, the city of the chocolate, the 100-year-old Avelines brand is offering a new recipe – the Avelines Princesses – under the campaign 'Life is better in pink and with Swiss chocolate!'

Avelines Princesses is a delicious Swiss-made almond praliné in a sparkling, pink gift box. First produced in 1922, the Avelines praline range is being enhanced with the addition of an innovative new product, Avelines Princesses – a chocolate praline that perfectly complements the existing Avelines family offering a very special taste experience with the finest almonds from California. Its sophisticated recipe contains only the very best ingredients, including carefully selected cocoa beans, which form the base of the cocoa paste. Swiss whole milk roasted almond slivers and real Madagascar Bourbon ground vanilla create the harmonious flavour and incomparable aromas of Avelines.

Basement 2/2-F22

Time Products launches new fashion and smart watch styles for Sekonda

Time Products UK is to launch new fashion and smart watch styles for its Sekonda brand at TFWA Asia Pacific Exhibition & Conference. New Sekonda styles launching for travel retail customers include Monica, Taylor, Margot, Moon Phase, and Smart.

Sekonda Monica Ladies Watch: the bestselling Monica range has been expanded with new larger case sizes and stone set bezel and bracelet styles now in gold, rose gold and silver plated options.

Sekonda Taylor: the Taylor range has a number of different colourways as the focus for the dial and features a silver alloy case and stainless steel bracelet with a bestseller in travel retail as the rainbow dial option.

Sekonda Margot: the Margot range is an entirely new addition to the ladies offer with a sleek, stylish design in three colourways – black alloy case, stone bezel and stainless steel bracelet with black dial; rose gold alloy case, stone bezel with silver dial; and silver alloy case, stone bezel and white dial.

Level 1/1-Q11



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Basement 2 - booth H26

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E'ORON



KT International introduces a brand-new world of flavour experiences

With the increasing demand for flavour cigarette propositions in Asia and the Middle East, KT International (KTI) is evolving its portfolio to expand its consumer base in this growing segment. The company is revealing an extensive range of products, bringing a next level of ultimate flavour experience to life.

KTI's flagship feminine brand CORSET unveils the new FUSION FLAIR collection, exclusively in its signature shell pack format. Bold in flavour and colour, the new CORSET range is a true expression of luxury. CORSET FUSION FLAIR is available in three options: Golden Touch/mango capsule, Summer Scent/watermelon capsule, and Red Velvet/cherry capsule.

KTI's globally recognised value brand The King is also strengthening its portfolio in the expanding flavour segment. The new The King Flavor Pop range boosts interest through trendy colours and eye-catching design. It is available in a sleek and modern compact format in options including Melon, Mango, Berry, Mint and Apple.

📍 **Basement 2/2-E37**



Bottega launches Limoncino 0.0 alcohol free

At TFWA Asia Pacific Exhibition & Conference, Bottega is launching Limoncino 0.0, an innovative non-alcoholic beverage in the no/low alcohol category. Consumer interest in this product category is growing steadily in the major international markets, and in Italy, too, this particular niche is experiencing significant growth.

Bottega, which boasts 30 years of experience in the production of lemon-based liqueurs, has, after long experimentation, created a non-alcoholic version of its Limoncino. Specifically, during the harvest of the lemons, a careful selection is made of the Femminello Siracusano and Verdello varieties, choosing the fruits with the optimal ripeness. During processing, all the precious organoleptic charge of the original fruit is extracted from the peel, pulp and juice. Complex innovative techniques allow the natural extraction of the aromas and preserve their qualities at every stage of production right up to the finished product.

📍 **Basement 2/2-M9**

MWITR showcasing evolution of M&M's brand in region

Mars Wrigley International Travel Retail (MWITR) returns to TFWA Asia Pacific Exhibition & Conference to showcase the company's evolution of the M&M's brand in the region.

The company is excited to bring its latest product innovations to the region. M&M's Mini's are mini in size and big on fun. This innovation brings more taste, crunch and fun to international travel retail. The 310g pack contains milk chocolate lentils with an extra crunchy crust in different colours – ideal to share while enjoying travel time together.

In addition, MWITR introduces the M&M's Peanut and Crispy and Maltesers Global Traveller Passports. These fun gift boxes are ideal for travellers to bring home, containing 6 to 8 single bags and are easy to personalise with the 'To, From' label on the pack outer.

📍 **Basement 2/2-G28**



Jägermeister introduces premium, small-batch tequila Teremana into global travel retail

Co-owner and exclusive distribution partner Jägermeister is introducing the premium, small-batch tequila Teremana into global travel retail. Founded by Dwayne 'The Rock' Johnson, Teremana is launching in numerous major international airports around the world, initiating the internationalisation of Teremana. All three expressions are available: Blanco, Reposado, and Añejo 1L ABV 40%.

Three years after its debut, Teremana became the fastest premium spirits brand in 2023 to sell one million nine-litre cases within a 12-month period in the US. The handcrafted, small-batch tequila is made at Destilería Teremana de Agave (NOM 1613) in the Jalisco Highlands of Mexico from fully mature, naturally sweet agave, which are slow roasted in small traditional brick ovens and distilled in handmade copper pot stills. The name Teremana loosely translates to spirit of the earth from the Latin word terra or earth and the Polynesian word Mana, a powerful force that inspires us to foster good energy, bring people together, and do the right thing.



During 2024, engaging Teremana activations will hit the US, Europe and Asia Pacific to inspire, educate and transform consumers into passionate advocates. Introducing its 'Share the Mana' campaign, Jägermeister is working in collaboration with global travel retail partners to bring Teremana to life through unique experiences, showcasing its provenance and craft production techniques.

An original waxwork figure of Dwayne Johnson from Madame Tussauds is on tour, making surprise appearances at selected airports. In addition, the engaging displays also feature large blue agave plants in terracotta pots, a copper bar reminiscent of the copper pot stills used to make Teremana, and digital videos which share the brand story.

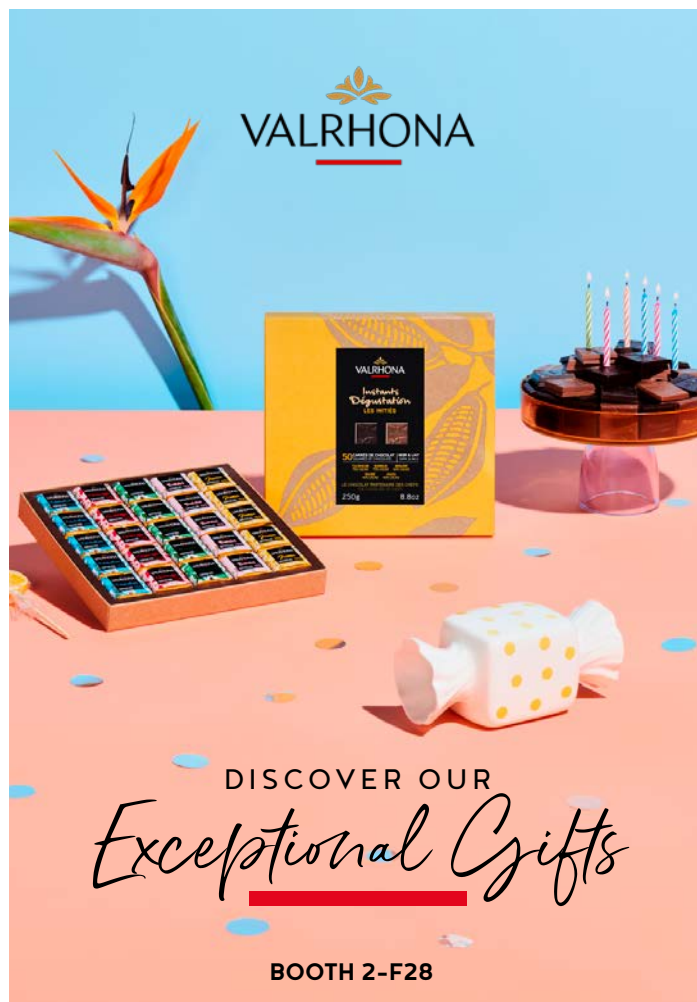
 **Basement 2/2-F2**



TRAVEL WITH NATURE

Ricola

Looking forward to seeing you at the TFWA in Singapore
(Booth 2-H6)



VALRHONA

DISCOVER OUR
Exceptional Gifts

BOOTH 2-F28

Immerse yourself in the exquisite universe of Valrhona

Visitors will be able to immerse themselves in the exquisite universe of Valrhona's century-old craftsmanship during TFWA Asia Pacific Exhibition & Conference. Trained baristas are on hand to guide delegates through a selection of iconic chocolate fèves (Valrhona's chocolate drops from which the company makes its gourmet beverages), which serve as the base for crafting boldly intense mochaccinos and frothy cappuccinos that demonstrate the versatility of Valrhona's chocolate expertise.

In addition, a strong focus on gifting will feature at the booth, with a bespoke 'Valrhona Gift Atelier' giving visitors the chance to personalise a range of products such as the much-loved '15 Chocolate bonbons gift box', '50 squares Dark gift box' and '230g Almonds & Hazelnuts coated in Dark chocolate gift box' to create the perfect present for family members, friends and loved ones.

Basement 2/2-F28



Brown-Forman launches limited Jack Daniel's and McLaren Racing 2024 edition

Brown-Forman is rolling out the limited Jack Daniel's and McLaren Racing 2024 edition across GTR key locations throughout the year. The limited-edition Tennessee Whiskey features new packaging and design with a papaya twist on the iconic Old No. 7 logo and dynamic striping to celebrate the new race season.

The limited-edition McLaren Racing commemorative bottle is Jack Daniel's classic Tennessee Whiskey grain bill of 80% corn, 8% rye, and 12% malted barley, bottled at 80 proof (40% abv). Distilled in Lynchburg, Tennessee, the whiskey is mellowed drop by drop through 10 feet of charcoal before maturing in new, American white oak barrels handcrafted to the highest standards.

"We're proud to celebrate the continued partnership between McLaren and Jack Daniel's, two brands known around the world for representing a spirit of boldness and authenticity," said Jamie Butler, Jack Daniel's Global Brand Director.

Basement 2/2-K2



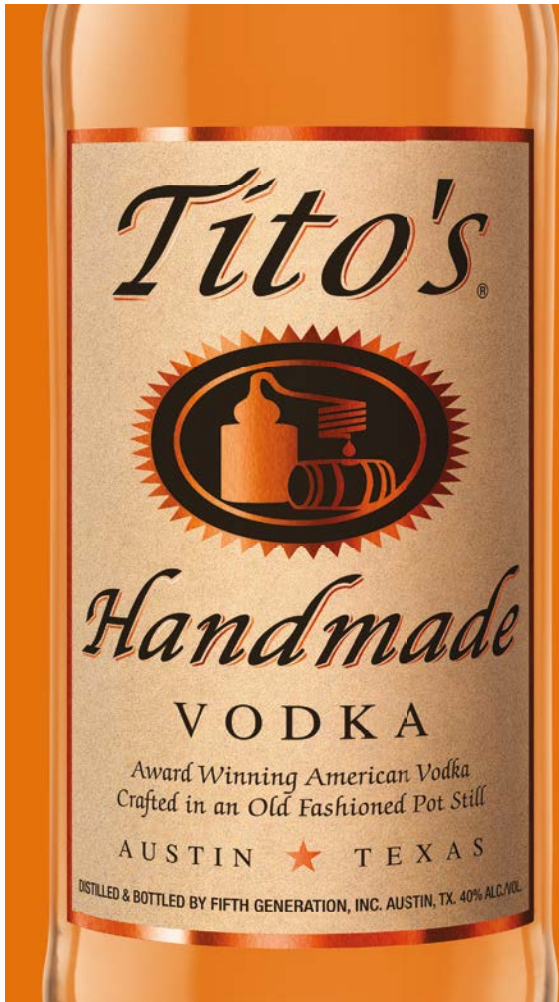
L'OCCITANE Travel Retail launches new Delícia Drench range by Sol de Janeiro

Among the brands being showcased by L'OCCITANE at TFWA Asia Pacific Exhibition & Conference is the newly-launched Delícia Drench body care range by Brazilian-inspired premium beauty brand, Sol de Janeiro. Products being highlighted include the rich and moisturising Delícia Drench Body Butter and its complementary uplifting Cheirosa 59 Perfume Mist.

The ultra-rich and exceptionally absorbent new Delícia Drench Body Butter, presented in a purple tub, supports the skin's barrier and penetrates deep below the surface to lock-in up to 24 hours of moisture. It includes delicious notes of velvet plum, sugared violet, vanilla orchid, sandalwood, and vetiver. Its nourishing properties are enhanced by protective Bacuri butter and the brand's Brazilian Soothing Complex, a blend of copaiba resin and passionflower seed oil, to calm stressed skin. The new uplifting Cheirosa 59 Perfume Mist has similar evocative woody notes and exquisite floral undertones.

Level 1/1-S22





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· TAILORED  PERFUMES ·

Henkell Freixenet showcases GTR exclusives and NPDs

Henkell Freixenet is introducing new product developments and GTR exclusives from several of its sparkling wine brands at this year's TFWA Asia Pacific Exhibition & Conference. The sparkling wine market leader is targeting growth across the Asia region as its portfolio of GTR exclusive products increases.

Henkell Freixenet is highlighting its prestigious portfolio, including Champagne Alfred Gratien and Schloss Johannisberg, at the Singapore showcase. "We are excited to show the 2024 novelties for our global sparkling wine brands, including the relaunch of the iconic black bottle Freixenet Cordon Negro and the introduction of the Mionetto Aperitivo Alc. Free," said Ramon Olive, Head of Sales for GTR, Henkell Freixenet. "This exciting new addition complements the highly successful Mionetto Aperitivo Spritz, offering consumers a perfect pairing for enjoying Mionetto Prosecco."

 **Basement 2/2-G13**



Lindt's new products embody fun, quality and premium gifting

Lindt is showcasing Captain Cocoa & Captain Skyla 250g, the playful travel-themed spin on Lindt's renowned NAPOLITAINS. Anticipated to launch on shelf in Q2 2024, Captain Cocoa & Captain Skyla 250g mark Lindt's foray into gifting for the whole family. With two dedicated carrier boxes and a bag that supports the existing carrier boxes, the mono-flavoured milk NAPOLITAINS are wrapped in four different travel-themed wrappers that feature the pilot mascots Captains Cocoa and Skyla. Embodying fun, quality and premium gifting, these delights are single-wrapped mini tablets, perfect for portion-controlled indulgence.

Lindt is also presenting an exclusive Chinese New Year 2025 Collection, celebrating prosperity, joy, and the spirit of togetherness. These offerings are meticulously crafted to elevate the festive occasion with the finest Swiss chocolate and a joyous campaign.

Meanwhile, also new are twin packs for bestsellers Lindor CNY Duo Bag 2x400g and the Assorted Napolitains CNY Duo Bag 2x500g.

 **Basement 2/2-H2**



Osborne showcasing novelties at TFWA Asia Pacific Exhibition & Conference



Osborne is showcasing novelties including Gold Gin 1L, Montecillo Albariño Travellers Exclusive, a new design for the Montecillo range, and the Carlos I Miniatures Set, here at TFWA Asia Pacific Exhibition & Conference. Gold 999.9 is a fresh, pure and golden super-premium gin, bottled in striking packaging.

Bodegas Osborne is one of Spain's oldest and most prestigious wine and spirits producers, founded in 1772 by Thomas Osborne Mann in El Puerto de Santa María, Andalusia. Initially started as a sherry house, Osborne has diversified its offerings to include a wide range of products, including other wines, brandies, and the renowned Iberian ham under the Cinco Jotas brand, celebrated for its exquisite taste and quality. In addition, Osborne has expanded into luxury foods by incorporating Caviar RioFrio, an acclaimed producer of organic caviar, into its portfolio.

 **Basement 2/2-F17**



Ritter Sport's focus on sustainability and exclusivity

German chocolate specialist Ritter Sport returns to TFWA Asia Pacific Exhibition & Conference with colourful new products, a 'feel-good' stand and a new activation strategy to share with travel retail industry partners.

This year Ritter Sport features a new booth, redesigned to treat visitors to a comfortable, feel-good meeting place more like a living room than an exhibition stand. Here sustainability plays a key role as Ritter Sport's exhibition furniture has been upcycled, the floor and overall construction can be reused at other trade fairs, with recycled materials used wherever possible.

The stand will also be used to introduce a new 'Greetings from...' campaign which offers Sense of Place through a destination design on featured products and a strong POS presentation. The activations are the perfect way to feature Ritter Sport's travel retail exclusive lines, which include the Choco Cubes Fruity Mix Pouch and newcomer Fruity Yogurt Pouch. Choco Cubes' strong performance in the channel is soon to be buoyed with yogurt and berry-based new varieties, Yogurt, Black Currant Yogurt and Strawberry Yogurt.

Targeting both sharing and self-treating, the Ritter Sport Choco Cube chocolates do not contain artificial colouring and flavouring and are presented in a paper-based bag. Choco Cubes feature natural ingredients and cocoa from 100% sustainable, certified cocoa sources.

Other travel retail exclusive lines to feature include the 100g Vegan Tower. New flavours, Crunchy Almond and Crispy Cookie, have been added to the 5 x 100g colourful gift box.

Basement 2/2-G29

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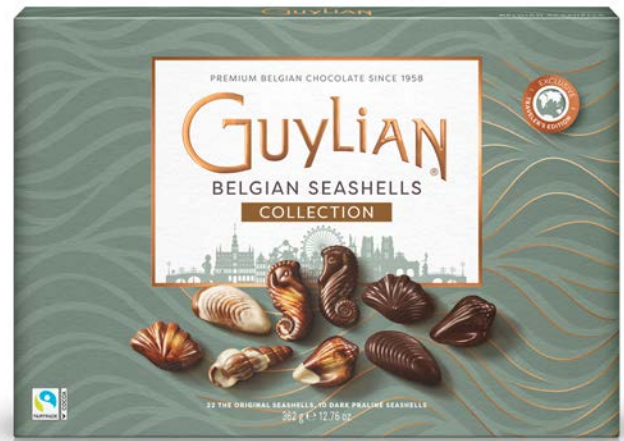
f Santa Margherita Wines
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Guylian unveils extensive travel retail exclusive assortment

Belgian chocolate brand Guylian, renowned for its iconic Chocolate Seashells, is unveiling its latest innovations and product ranges. Guylian's travel retail exclusive assortment has successfully carved its niche in the premium chocolate category and is now more extensive than ever.

At TFWA Asia Pacific Exhibition & Conference, Guylian is showcasing its extensive travel retail exclusive assortment, with a special focus on the successful Master's Selection line, the expansion of the assortment box segment, the Dark Praliné Seashells, and the launch of the new Belgian Seashells Collection 362g and the Seashells 250g luxury ballotin.

Gifting remains a primary segment within travel retail. Guylian's



wide range includes the Original and Dark Praliné Seashells, Tablets, Temptations, the Master's Selection line, and the new Belgian Seashells Collection.

Basement 2/2-F18

González Byass presents Nomad Single Malt

González Byass is presenting Nomad Single Malt, the whisky that was born in Ireland and culminates its maturation in Jerez where it ages in Sherry Cask casks that have contained Oloroso Alfonso.

With a nomadic spirit, this Single Malt discovers a new horizon for lovers of this spirit. It does so by having a unique personality as a result of its production, the first bars of which occur in Ireland, where it ages for three years in barrels that have contained Bourbon.

This story continues in the Jerez wineries of González Byass, where Nomad Single Malt culminates its aging, for one year, in a selection of Sherry Cask butts that have previously contained Oloroso Alfonso sherry wine. The result is an amber-coloured whisky with golden reflections. On the nose, notes of vanilla, spices and dried fruits emerge, sheltered by aromas of a superior malt.



Basement 2/2-F19

Duty Free Global highlights The Travelling Circus – a rich and textural whisky

Duty Free Global is showcasing The Travelling Circus – a travel retail exclusive Scotch whisky from Compass Box. The rich and textural whisky is aged in first-fill sherry casks giving deep fruitiness, with aromatic dry smoke and a wonderful silky flourish on the palate.

The new whisky is intended to capture the grandeur and vibrancy of a night at the circus. Smokiness from the whiskies from the Talisker and Caol Ila distilleries is layered with Speyside sherry character, finished with liquid from the now-closed Port Dundas distillery.

The Travelling Circus is bottled at 49% ABV.

Basement 2/2-F10



Penderyn Faraday now available in exclusive 1-litre bottle

Penderyn Distillery, a prestigious name in the world of Welsh whisky, is making waves with the launch of Penderyn Faraday, now available in an exclusive 1-litre bottle. This expanded offering, coupled with a fresh design, marks an exciting evolution for the renowned travel retail exclusive.

Penderyn Faraday, originally introduced as a 70cl travel retail exclusive, has undergone a transformation both in size and appearance. The larger 1-litre bottle is presented in a striking new gift carton, enhancing its appeal to whisky enthusiasts and travellers seeking an extraordinary experience.



Basement 2/2-N1

William Grant & Sons' high-visibility two-storey stand

At the forefront of William Grant & Sons' high-visibility two-storey stand is its two iconic Scotch whiskies, which are key for the business in the APAC region: the Glenfiddich Perpetual Collection and The Balvenie.

Other key brands on show from William Grant & Sons include Hendricks Gin and Monkey Shoulder Whisky, alongside recent portfolio additions, UK ultra-premium gin Silent Pool Gin, and the newly-launched blended Scotch whisky Wildmoor. Wildmoor recently marked its debut in duty free with the introduction of two travel retail exclusives (Waking Forest 23 Year Old and Tropical Coast 30 Year Old) in addition to the 40 year old Black Mountain, via a high-profile activation in partnership with Changi Airport Group and Lotte Duty Free.



Basement 2/2-N19



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New this year in Singapore



01

Nuxe

📍 Level 1/1-P9

Who are you?

Nuxe is a pioneering company in the field of natural cosmetology skincare products with over 30 years of research experience behind the creation of its range of unique natural cosmetology skincare products. Nuxe entered the travel retail market in 2013 and today is present in more than 460 travel retail outlets and onboard over 50 airlines.

Who buys your products?

Our products are primarily purchased by women, but the benefits of our skincare, sun care and anti-aging products have a universal appeal with no gender barriers. We also have a range dedicated to men with four face care products.

Why exhibit now?

We entered the APAC region in 2018 and have achieved steady growth, which has reached a point where we are ready to fast forward awareness of our established presence in the region. This major regional event is a highly effective way of helping to raise our profile here in the APAC region.

What are your objectives?

We have three main objectives. One, to make our APAC team and our products as visible and accessible as possible. Two, to signal our firm commitment to the region. Three, to make new contacts and find new strategic partners to work with us to develop our business growth in APAC.

What is your unique selling point (USP)?

Our USP is based on a unique combination of three factors. Naturality, because nature is at the heart of the greatest therapeutic discoveries. Efficacy, resulting from the use only of innovative, powerful natural active ingredients. Sensoriality, delivered by addictive textures and signature scents.



02

Maison Audry

📍 Basement 2/2-N14

Who are you?

Since its inception in 1878, when Auguste Edmond Audry started the cognac house A. Edmond Audry & Cie, quality has always been an absolute priority for the Audry House. Our exceptional cognacs are a blend of eaux-de-vies gleaned exclusively from Petite and Grande Champagne regions.

Who buys your products?

Maison Audry cognacs have built a superb reputation for quality over the years and are enjoyed by connoisseurs far and wide. With the trend continuing towards premiumisation, we are targeting our range to travellers looking to explore and discover brands that they are, perhaps, not familiar with on their domestic markets but which clearly offer exceptional quality and heritage.

Why exhibit now?

We are participating for the first time with the ambition to present Maison Audry and its superb range of cognacs to key stakeholders in the travel retail industry. It provides us with the perfect opportunity to share our travel retail strategy, vision and ambitions for the region to prospective partners.

What are your objectives?

Our key objective is to introduce Maison Audry to retailers/buyers in the region. From our collection, we are focusing on three SKUs which we believe are perfect for travel retail: Collection 78, Réserve Aristide and our Discovery Box.

What is your USP?

All our cognacs use only Petite and Grand Champagne terroirs, with a minimum of 50% Grande Champagne in all our blends (called Fine Champagne). Unusually, Maison Audry continues to be 100% family owned and independent with a craft/niche approach that is only possible from a totally devoted team.

Here, we highlight a selection of the leading brands that are either debuting at TFWA Asia Pacific Exhibition & Conference this year or returning after an absence.



03

Sekonda

📍 Level 1/1-Q11

Who are you?

Sekonda has a rich heritage with a passion for making quality watches at fantastic prices. Sekonda is a global brand currently listed in over 170 travel retail outlets covering 75 countries. Great design, value and quality. They have been the values of the Sekonda brand since it was established in 1966 and remain at the heart of our business today.

Who buys your products?

At Sekonda we aim to have a watch for everyone, aimed at a global audience with styles and prices to suit all. We offer a range of classic, fashion and Smart watches in a wide variety of quality materials, colours and styles. Sekonda is also growing its selection of watch and jewellery gift sets for both men and women.

Why exhibit now?

Sekonda is pleased to be getting back on track post-Covid, while the world is re-opening and our travel retail customers see their passenger numbers returning in greater numbers. This is a perfect opportunity to relaunch the brand across the global marketplace and meet with our valued customers face-to-face.

What are your objectives?

Sekonda is pleased to be returning to TFWA Asia Pacific Exhibition & Conference (after a hiatus) in order to engage face-to-face with our current customers, meet new prospects and showcase our fantastic range of great value Sekonda watches to the travel retail community in Singapore.

What is your USP?

Great quality and value watches to suit every traveller with a wide range to choose from. Sekonda watches go through a minimum of 21 quality checks and come with a two-year guarantee as standard. Our brand represents trusted watchmakers with a rich British heritage since 1966.



04

Orientica Perfumes

📍 Basement 2/2-L29

Who are you?

Orientica Perfumes is a UAE-based fragrance brand that specialises in manufacturing world-class luxury perfumes. This is achieved by infusing the best ingredients with our passion of perfection.

Who buys your products?

Our client base comprises of millennials aged 20 to 48, showcasing a balanced distribution between genders. This aligns with our target demographic of catering to individuals who appreciate luxury and prioritise quality in their lifestyle.

Why exhibit now?

TFWA Asia Pacific Exhibition & Conference presents an unparalleled opportunity to amplify the presence of Orientica Perfumes following a period of robust growth and influence. We are confident that this event will serve as a catalyst, propelling our brand and products into the spotlight, while also providing a valuable platform for further enhancement and recognition.

What are your objectives?

We aim to gain more visibility to further enhance recognition of our brand and our products and take advantage of new opportunities and the latest upcoming trends of the global duty free & travel retail industry for Orientica Perfumes.

What is your USP?

Our main USP is our attention to detail that has been the result of passionate and highly involved product development. This has seen continued growth in the market by customers who have come to appreciate our products in terms of quality and exceeding their demands. Our pricing structure combined with high quality products has meant we have created a winning formula.

'Say It With Milka'

Mondelez International is introducing 'Say It With Milka' – a premium confectionery creation sure to sweeten passenger travels. Embodying Milka's signature velvety smoothness, these pralines offer a symphony of taste sensations. Carefully crafted with three distinct flavours and infused with the finest 100% Alpine Milk, 'Say It With Milka' aims to transform how travellers' gift their loved ones.

The heart-shaped pralines are perfect for expressing admiration, including the message 'With Love', while the gift-box-shaped option highlights special occasions with the statement 'Happy To See You'. In addition, clover-shaped pralines are an ideal way to show gratitude with the world's universal 'Thank You' message. Travellers looking to add an extra special touch can personalise their purchase by writing a note inside the box.

Launched in February 2024, 'Say It With Milka' is set to rollout with a series of unmissable activations in high visibility locations in select airports around the world.

 **Basement 2/2-J26**



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Women in Travel Retail+ to hold exclusive networking event

Women in Travel Retail+ (WiTR+) is holding an exclusive networking event on Tuesday 14 May, during TFWA Asia Pacific Exhibition & Conference. The WiTR+ networking event will commence at 17:30 in a dedicated area within the TFWA Asia Pacific Lounge on Level 4 of the Marina Bay Sands Expo & Convention Centre. Once the lounge officially opens at 18:00, WiTR+ members will have the opportunity to bring a + guest to join the group for drinks. Women in the duty free & travel retail industry who are interested in joining WiTR+ are also welcome.

"We are thrilled to once again hold this networking event," says Sarah Branquinho, WiTR+ Chair. "This gathering presents a valuable opportunity for us to come together and support each other's growth in the travel retail sector."

As part of the ambition to expand its reach

and impact, WiTR+ is now offering corporate partnerships to companies. At a cost of £1,000, corporate partnerships buy companies 40 memberships for women working within their travel retail division, and their logo will be featured on the WiTR+ website. For more information about corporate partnerships, please contact Gina Kothari.



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