

TFWA

ASIA PACIFIC
EXHIBITION &
CONFERENCE

TFWA
daily

TUESDAY 14 MAY 2024



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

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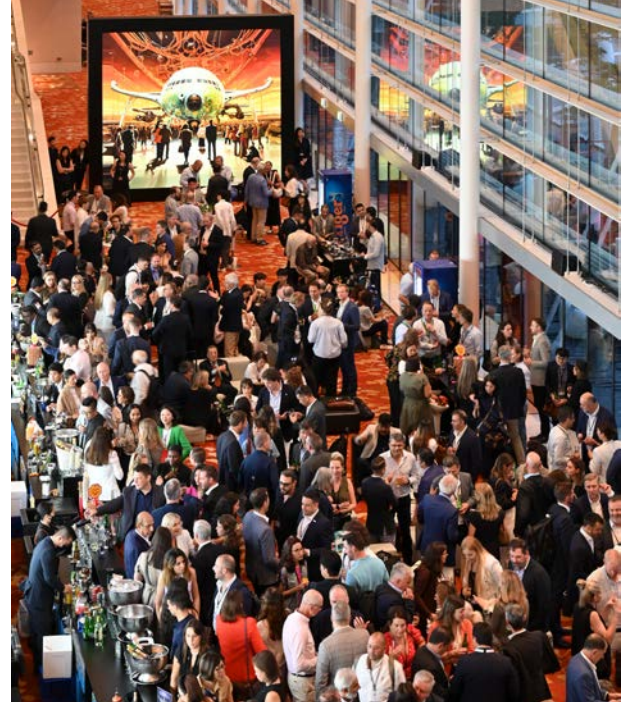
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TFWA Asia Pacific Lounge

The TFWA Asia Pacific Lounge opened yesterday, located on Level 4 of the Marina Bay Sands Expo & Convention Centre. It is open again today from 18:00-20:00.

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Show opens

The Exhibition was officially opened yesterday afternoon with a colourful dragon dance to celebrate 2024 being the Year of the Dragon. The dance is performed to ward off evil spirits and bring good luck to the show.

Reminder

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

Today: WiTR+ to hold exclusive networking event

Women in Travel Retail+ (WiTR+) is holding an exclusive networking event today, 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."



Free Wi-Fi service

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Asia Pacific rapidly regaining momentum

Yesterday's TFWA Asia Pacific Conference featured a new set-up, which was more interactive and 'Ted'-like, showcasing how TFWA continues to innovate in its 40th anniversary year. The conference was opened by TFWA President Erik Juul-Mortensen, who shared his insights on the industry's current state and path forward during times of change.

This year is the 40th anniversary of TFWA's founding, a milestone being celebrated here in Singapore and in Cannes at the end of September. It is also the 26th TFWA Asia Pacific Exhibition & Conference, which has swiftly established itself as a stellar event in its own right, and yesterday Erik Juul-Mortensen shared that this is his last year as TFWA President.

"Asia Pacific has powered duty free & travel retail's growth over the last three decades and is rapidly regaining momentum following the difficult Covid years," Juul-Mortensen began. "While this region's dynamic potential is undoubted, the current market presents a more nuanced picture. The rate of post-pandemic recovery varies widely across Asia Pacific. Beyond the passenger numbers, duty free shopper habits in the region are evolving, with a shift from gifting towards buying for self, from planned purchases towards a more impulsive approach, and reduced participation among younger age groups, which should ring alarm bells for us all."

Economic conditions today in China are a concern for many duty free & travel retail professionals, with a troubled property sector, weak consumer confidence and lower GDP growth than in recent years. "The country's shoppers are understandably cautious when it comes to spending," Juul-Mortensen explained. "The return to international travel after Covid restrictions has been slow so far. ForwardKeys quotes Chinese outbound flight bookings in Q1 of this year down 32% compared to 2019. By contrast, duty free sales in Hainan rose over 25% last year, but measured against visitor growth of around 60%, that equates to lower spend per head. When analysing the Chinese market overall, I think we need to keep things in perspective. The government's target of around 5% for GDP growth still beats most other leading economies."

There is, of course, another regional giant whose rapid development will drive duty free & travel retail sales across Asia Pacific and beyond for years to come. Consultancy CAPA India expects outbound international



TFWA President Erik Juul-Mortensen: "With the mix of passenger nationalities evolving and their preferences changing, we must adapt our offer accordingly, create more engaging activations and harness new technologies to better reach travelling shoppers. As an industry, we must get a tighter grip on our market through data-sharing, and show travellers a more serious, coherent approach to sustainability."

departures by Indian residents to increase from 17.4 million in 2019 to over 50 million in 2030.

"The outlook for duty free & travel retail elsewhere in Asia Pacific is positive, too," said Juul-Mortensen. "ACI World predicts the region's passenger traffic will be back above 2019 volumes by the end of this year. Longer term, Airbus thinks Asian passenger flows will grow roughly twice as fast as the global average."

While upbeat about duty free & travel retail's prospects in this region, Juul-Mortensen highlighted two subjects of concern: firstly, the continued lack of reliable, consistent market data, accessible to all and, secondly, sustainability – for which there is,

at present, no industry-wide approach.

Duty free & travel retail has one of the most transparent, trusted and secure supply chains in the world, and Juul-Mortensen highlighted the campaign and zero-tolerance declaration on illicit trade, counterfeit and IP theft. "Many of our industry's leading players, such as Avolta, Lagardère Travel Retail and Gebr. Heinemann, along with key players in this region like King Power and Delhi Duty Free, have already joined the campaign, and I urge the rest of the industry to follow suit."

Juul-Mortensen concluded by emphasizing that the fundamentals for duty free & travel retail are sound in this, the industry's biggest region by turnover.

“We look forward to working closely with TFWA and industry players to foster a stronger relationship in the years to come”



In yesterday's TFWA Asia Pacific Conference, Alvin Tan, Minister of State, Ministry of Trade and Industry (MTI) and Ministry of Culture, Community and Youth (MCCY), Republic of Singapore, began his Welcome Address by congratulating TFWA on its 40th anniversary.

“TFWA Asia Pacific Exhibition & Conference has had a strong record of more than 25 years in Singapore, and it has been exciting to see its growth over the years,” said Tan. “This year, we are delighted to welcome over 6,000 attendees to the event, including business partners and regional leaders across the duty free & travel retail industry,

Alvin Tan, Minister of State, Ministry of Trade and Industry (MTI) and Ministry of Culture, Community and Youth (MCCY), Republic of Singapore, delivered a Welcome Address in yesterday's TFWA Asia Pacific Conference.

for four days of meaningful dialogue on collaboration opportunities and the latest industry trends and insights.”

The Minister of State also took the opportunity to reaffirm Singapore's commitment in supporting the growth of the event, and in enhancing the partnership with TFWA to deliver quality and successful shows in the years to come. “As a leading MICE destination and a well-connected logistics and transportation hub, Singapore is indeed well-placed to do so,” Tan explained.

He also highlighted Changi Airport's largest expansion to date. The new Terminal 5 is scheduled for completion in the mid-2030s. “The expansion of Changi Airport presents great potential, not only in terms of anchoring Singapore as a leading MICE destination and business hub, but also in terms of opportunities for the duty free and travel retail industry,” said Tan. “We look forward to working closely with TFWA and industry players to foster a stronger relationship in the years to come.”

“A new era is shaping Asia's future”

Sunil Tuli, President, Asia Pacific Travel Retail Association (APTRA), yesterday delivered an update on the association's critical projects and advocacy initiatives across the region.

In yesterday's conference, Sunil Tuli, President, Asia Pacific Travel Retail Association (APTRA), shared an update on the association's work supporting the industry across a region of over 45 countries.

“A new era is shaping Asia's future, led by several new kids on the block,” said Tuli. “The region is also experiencing the world's biggest surge in youth demographics in emerging economies, in tandem with the issue of ageing populations in more mature countries.”

Across the region there's an incredibly diverse mix of nations and levels of economic development, but they all share a common drive for growth. “The focus of APTRA's first at-scale conference earlier this year, India is leading the pace of change and the acceleration is at a phenomenal pace, leap-frogging economic evolution stages to become a powerhouse, not just at home but also as a key source market,” Tuli explained.

Elsewhere, foreign investment in Asia's emerging economies is on the rise. “In Indonesia, South East Asia's largest economy,

the country's Investment Coordinating Board cites FDI of almost US\$50 billion in 2023, while the Thai Government reports almost US\$20 billion for the same period,” Tuli commented. “Hot on their heels is Vietnam, with fast-increasing domestic and foreign investment, reaching over US\$9 billion in just the first four months of 2024.”

What these markets all have is tremendous ambition, drive and growth in tourism and essential infrastructure. “They also have young populations and it's perhaps why much of the foreign investment comes from the mature markets in the region – with Singapore leading the pack followed by Hong Kong, Japan, China, Malaysia and Taiwan,” said Tuli.

His overriding emphasis was that we are immersed in change that cannot be ignored. “I'm a realistic optimist, and I am hugely passionate about this industry,” Tuli added. “I want us all to be ready, to be preparing now so we are match-fit to seize an early advantage and stay relevant in 10, 20, 30 years from now.”



Sunil Tuli, President, Asia Pacific Travel Retail Association (APTRA): “A new era is shaping Asia's future, led by several new kids on the block. The region is also experiencing the world's biggest surge in youth demographics in emerging economies, in tandem with the issue of ageing populations in more mature countries.”



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KOSÉ TRAVEL RETAIL showcasing high-prestige brand portfolio at biggest space ever

Since its establishment in 2020, KOSÉ TRAVEL RETAIL Co. Ltd. has grown tremendously with the understanding and support of its duty free partners and other related parties.

"We are very happy to be back again this year at the TFWA Asia Pacific Exhibition & Conference, the largest event in the travel retail industry," says Hiroto Kitaki, Director, Marketing Division, KOSÉ TRAVEL RETAIL. "I am also proud to say we are back with our largest line-up of brands at our biggest space ever."

While designing its space this year, KOSÉ TRAVEL RETAIL had three things in mind that it wanted to highlight. "Firstly, the scale of our booth size and space this year will be the largest ever," Kitaki explains. "The second is the enhancement of the prestige image of KOSÉ as a company. Continuing from last year, we are creating a monogram with a puff mark to symbolically express the company's image. The third is to effectively convey KOSÉ's high-prestige brand portfolio. In addition to DECORTÉ, SEKKISEI, ADDICTION, and JILLSTUART, which are well-known brands in the travel retail channel, other new high-prestige brands will be introduced."

KOSÉ TRAVEL RETAIL will be meeting with a record number of duty free retailers and other interested parties at its booth at TFWA Asia Pacific Exhibition & Conference. "We look forward to building further partnerships with everyone who comes to our space," Kitaki adds. "Ultimately, through this TFWA, we hope to promote KOSÉ CORPORATION and the KOSÉ brand to the world and further increase our corporate brand presence."



Hiroto Kitaki, Director, Marketing Division, KOSÉ TRAVEL RETAIL.

Visit KOSÉ TRAVEL RETAIL at TFWA Asia Pacific Exhibition & Conference. Location: Level 1/1-L15

“The Asian economy is characterised by high resilience and large economic potential”

In a fascinating address to the packed auditorium in yesterday’s TFWA Asia Pacific Conference, Keyu Jin, Author, Economist and Professor, London School of Economics, shared her perspectives on the region’s economic outlook and navigating the macroeconomic challenges.

In the opening session of yesterday’s conference – ‘Asia Pacific: Takes off’ – Keyu Jin, Author, Economist and Professor, London School of Economics, provided sound analyses, sharing her perspectives on the region’s economic outlook and navigating the macroeconomic challenges.

“The Asian economy is characterised by high resilience and large economic potential,” Jin explained. “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.”

Asia Pacific is the key engine of global growth, with India, Indonesia and China to be the top three fastest-growing economies in 2024 and 2025. “50% of the global consumer class are in Asia, and half of its population are middle class,” said Jin. “It has become one of the most connected components for the global supply chain and technology network.”

Digital connectivity and rapid growth in technology will accelerate trade in goods and services, providing 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,” Jin commented. “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.”

Domestic demand can come from consumption and investment. “Emerging Asia has the highest saving potential, which is good, if it is turned into productive investment, and is bad for consumption if there is over-saving,” Jin shared. “There needs to be a balance. India needs to invest in infrastructure, and China needs to redirect investment demand and exports toward domestic consumption. But this confidence in consumption stems from steady wage and income growth, and stability in the macro environment.

The new generation loves to spend, and even borrow, to enjoy leisure. The generational shift will reduce the over-saving and over-production pattern observed in China.”

Many emerging markets are still mired in debt and have not fully recovered from the pandemic. Geopolitical risks and growing protectionism threaten global economic potential. “Businesses should seek diversification, do their research in understanding the behind the scenes situation in each economy, rather than rely on headline news, which is becoming increasingly biased and unreliable,” said Jin. “On the ground research remains to be

the most important and accurate source of information.”

Global trade has been remarkably resilient, amid health shocks, technology shocks, and global conflict. Jin added that there are signs of growing protectionism, but it is just a matter of trade taking a longer route and a global reallocation of investment and capital. “Trade reallocation has benefited certain countries like Mexico and Vietnam. Investment reallocation has benefited India, South Korea and Japan. The ineluctable march of globalisation has not been reversed, only slowed down compared to the previous era of hyper-globalisation.”



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All eyes on India: “If you are seeking growth as a company, you cannot ignore India”

More than ever, the time is ripe to explore the opportunities in India in detail and determine how to tap into this vibrant market. To help the audience make informed decisions, Nirmalya Kumar, Author and Professor, Singapore Management University, delivered an insightful and energetic address in yesterday's TFWA Asia Pacific Conference.

With a population of 1.4 billion, 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.

“India is an attractive market and still relatively under-penetrated by global chains (e.g. IKEA, Zara, Starbucks) relative to its potential,” said Nirmalya Kumar, Author and Professor, Singapore Management University. “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 noted, for example, that Uber and Amazon had to learn how to accept cash on delivery given only 1-2% of Indians had credit cards.

“While some consumers perceive duty free is cheaper, the data demonstrates that this

is true only for some highly taxed products,” Kumar added. “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.”

The Indian economy is still small as a percentage of the global economy. “However, today it contributes disproportionately to global growth because of its size and fast growth combined with the slowdown in China over the past years,” Kumar explained. “If you are seeking growth as a company, you cannot ignore India.”

The youth, optimism, and decades of repressed consumption is leading to fast growth. The middle class is exploding, but Kumar commented that foreign companies must not use their developed market lens to view India's middle class. “By global standards, the middle class as a percentage of India's population is small, even if big in absolute numbers. For example, about 7% have a per capita annual income of over US\$36,000 (what we would call middle class in the US). The middle class in India is defined as per capita annual income of US\$6,000. Yet, 7% of India's population is equal to 100 million, which is larger than the population of France, Germany, or the UK.”

The travel and airline business in India is booming – it is an exciting market. In the next five years, domestic air traffic is expected to double, while the number of airports will increase from 150 to 200. “A lot of public investment is going into this sector,” said Kumar. “Companies need to match this if they wish to exploit the related growth opportunities.”

Kumar added the importance of studying the market to understand the Indian customer. “They may seem at first glance to be very price-sensitive, but it is extreme value consciousness. Quality is what they are seeking, but at an affordable price. Companies that can reengineer their processes to meet this challenge have and will continue to do well. Beyond this mass market, there is also the top end of the market, which may be minuscule as a percentage of the population, but is as rich as anywhere else in the world.”



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Tech innovation: from AI to quantum computers and supersonic jets

In the ever-evolving tech advancement, it is imperative to recognise and address the multifaceted challenges and benefits that arise from today's innovations. To predict trends affecting businesses and the global travel and retail industry, the closing session of yesterday's TFWA Asia Pacific Conference featured a captivating address from Dr Michio Kaku, Author, Physicist, and Professor, City College of New York.

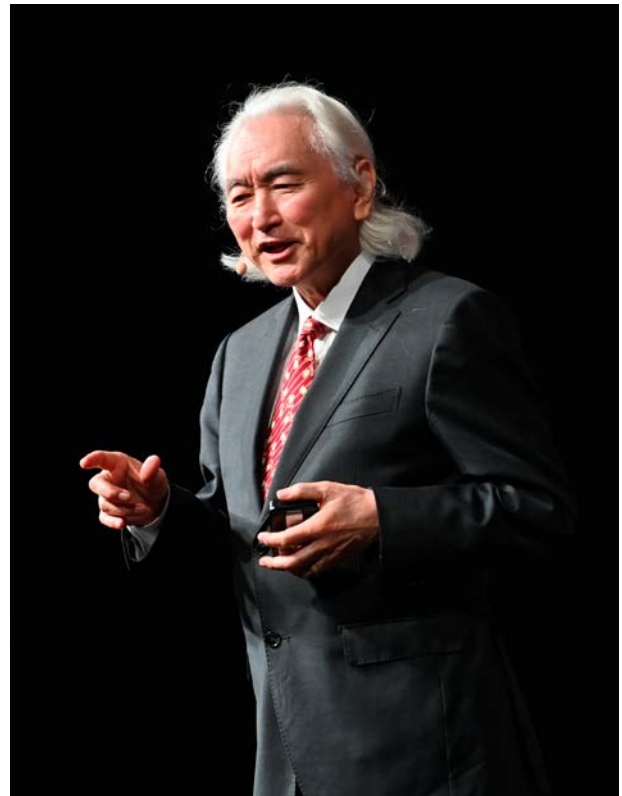
Society has witnessed technological advancements that are gradually making everyday lives easier and more convenient. The rapid progress in Artificial Intelligence (AI) is opening new opportunities and challenges for businesses and individuals alike and is set to revolutionise the world as we know it. While AI is the magic of the moment, the closing session of yesterday's TFWA Asia Pacific Conference was a story about what's next.

Dr Michio Kaku, Author, Physicist, and Professor, City College of New York, delivered a fascinating address, highlighting that the tourist industry is making a steady comeback. "Tourist agencies are flooded with a rising request for foreign travel," he said. "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. "Problems, like lost luggage, long lines, confusing signs, lost tourists, can be eliminated by AI," Kaku explained. "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."

Above all, the purpose of AI in the tourist industry is to make things painless and pleasant. So, Kaku shared, companies have to identify the kinks in the travel industry and use AI to eliminate them or smooth them out. "For example, AI can shorten the huge lines often found at airports, which sometimes cause people to miss their connection. AI can make it easier to book and change reservations. AI robots at airports can also answer all questions in any language."

We are just beginning to enter the AI era. AI is just beginning the process of making travel pleasant and painless. More advances are yet to come. "But after the AI revolution, the next revolution will be with quantum computers, which are potentially millions of times more powerful than ordinary digital computers," Kaku explained. "Another coming revolution is the introduction of supersonic jet planes. With supercomputers, it is possible to design next-generation aircraft that can travel smoothly beyond the sound barrier, without shattering windows on the ground. Supersonic jets can open up entirely new avenues for tourism. Distant, hard-to-reach destinations may become more popular with supersonic jets. Beyond



Dr Michio Kaku, Author, Physicist, and Professor, City College of New York: "After the AI revolution, the next revolution will be with quantum computers, which are potentially millions of times more powerful than ordinary digital computers. Another coming revolution is the introduction of supersonic jet planes."

that, there is the falling cost of travelling into outer space. Although currently only the rich can afford to blast off into space, the price of rocketry is falling rapidly with reusable rockets."

Kaku added that, for first-time travellers, going around the world sounds intimidating and unnerving. "This means that companies must make tourism as simple, pleasant and convenient as possible, removing the irritations, bottlenecks, and inconveniences often encountered by tourists. This means tourist companies must adopt the latest technological advances, or else your competition will."



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Workshop: China Watch

**Today, 08:00-09:00,
Begonia Room, Level 3,
Marina Bay Sands**

Today's China Watch 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. Here, they each share a preview of their participation.



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



Keith Chen, Director - Global Travel Retail, Luxury Jewelry, and Fashion Accessories Business Group, Xiaohongshu: "In this gathering of the most pioneering thought leaders, through the unique content community ecology and localised fashion perspective, Xiaohongshu and duty free industry executives from all over the world, well-known retailers, luxury brand leaders, marketing consultants, will discuss the high-end development and growth space of luxury brands in the Chinese market. We will also share market trends from an international and industry perspective and explore the possibility of cooperation."



Matt Liao, Senior Vice President, Marketing, Branding and Public Relations, China Duty Free Group: "At the China Watch Workshop, 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. 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."

Workshop: Decoding Today's Dwell Time

**Tomorrow, 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. In tomorrow's Workshop: Decoding Today's Dwell Time, the audience will hear from Stephen Hillam, Managing Director, Pi Insight & Research Ltd; Siddharth Pathak, Senior Partner, Kearney; and Puan Hani Ezra Hussin, Senior General Manager of Commercial Services, Malaysia Airports Holdings Berhad. Here, they each share a preview of their participation.



Stephen Hillam, Managing Director, Pi Insight & Research Ltd: "Dwell time is a key aspect and benefit of the airport environment and during the session, we will be exploring key themes including understanding the dwell time opportunity, how to position duty free shopping as a key activity within the dwell time opportunity, and then also how to take advantage of time spent in the duty free store. The dwell time opportunity is significant within the

Asia Pacific region and while this offers potential to drive conversion and influence purchase decision-making, we will also be exploring how dwell time can be used to drive lasting impressions among today's shopper base."



Siddharth Pathak, Senior Partner, Kearney: "To gain a competitive advantage, the travel retail industry will need to capture travellers earlier in their journey, before they even arrive at the airport. While perfect information about the travellers does exist, capturing and leveraging this is complex. Five ecosystem players – airports, retailers, carriers, brands, and digital and media partners – will need to use their collective strengths to bring the best travel retail offering to Asia Pacific travellers."



Puan Hani Ezra Hussin, Senior General Manager of Commercial Services, Malaysia Airports Holdings Berhad: "Internal factors such as store layout and ambiance, strategic product placement, positive staff interactions, and enticing promotions all contribute to prolonging in-store visits and encouraging exploration. Conversely, external factors such as flight timings, passenger demographics, security checks, and the overall airport experience directly impact shopping time and behaviour, ultimately influencing dwell time in duty free stores."



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Qatar Duty Free in a constant state of innovation and evolution

Qatar Duty Free is Networking Lunch & TFWA Asia Pacific Lounge Main Partner at this year's event. Thabet Musleh, Senior Vice President, Qatar Duty Free, spoke to Ross Falconer.

Qatar Duty Free truly believes that networking events are at the heart of our industry. "Travel retail is made up of people from all around the world who we might not otherwise get a chance to meet, were it not for dedicated events like this," says Thabet Musleh, Senior Vice President, Qatar Duty Free. "TFWA Asia Pacific Exhibition & Conference brings together like-minded individuals who impart their respective worldly perspectives to one gathering, resulting in a wealth of expertise that has the ability to drive this industry forward. In essence, supporting networking is supporting industry growth and we are proud to once again be a partner."

2024 has already been off to a great start for Qatar Duty Free. It has delivered a series of new luxury openings, as well as several high-profile sports sponsorships with special promotions for shoppers. The P&C and fashion categories are doing better than ever thanks to outstanding and innovative offerings. "I am also very proud to say that we recently won the Skytrax award for World's Best Airport Shopping," says Musleh. "Feedback and spend from our shoppers have been fantastic, and I'm looking forward to continue building on this success with my team as we set the bar higher for what an airport experience should look, taste and feel like."

Qatar Duty Free is in a constant state of innovation and evolution. Musleh adds that the work never stops and the newness Qatar Duty Free delivers to travellers is always ongoing. "From retail to food & beverage, our leadership looks over every part of our portfolio for ways to enhance our offering and operations and to ensure that the QDF experience is seamless. Some of our most recent openings at Hamad International Airport include the second Dior boutique along with our first Lacoste boutique, both building on our expansive retail portfolio. In May, we will welcome Dior Spa to our luxury portfolio, an experience I am sure many travellers will be delighted by."

Thabet Musleh, Senior Vice President, Qatar Duty Free: "TFWA Asia Pacific Exhibition & Conference brings together like-minded individuals who impart their respective worldly perspectives to one gathering, resulting in a wealth of expertise that has the ability to drive this industry forward. In essence, supporting networking is supporting industry growth and we are proud to once again be a partner."



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TFWA i.lab Asia: *innovation in action*

TFWA i.lab Asia is located 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.

China Trading Desk: bridging the gap between global brands and China's dynamic consumer landscape

China Trading Desk (Level 1 – i.lab 2) is a MarTech innovator specialising in bridging the gap between global brands and China's dynamic consumer landscape. "We have been working with over 50 brands worldwide in the last six years," explains Subramania Bhatt, Founder & CEO, China Trading Desk. "Headquartered in Singapore, with a strong presence in key cities like New York, London, Hong Kong and Shanghai, we empower businesses to extend their reach into the world's second-largest economy."

The company has developed a two-pronged strategy to help international brands win the travel retail channel focused on Chinese travellers. "Firstly, meet China Travel Dashboard – a real-time analytics platform that delves into the multifaceted behaviour of Chinese travellers," says Bhatt. "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."

Secondly, China Trading Desk has released an Artificial Intelligence (AI) assistant uniquely tailored to the Chinese consumer market and its marketing landscape. "Drawing upon our exclusive insights, China Marketing Maestro integrates data from surveys of more than 40,000 Chinese travellers, along with over 300 analyses and reports on China," Bhatt explains. "It also encompasses an extensive overview of marketing regulations, rules, and media specifics in China, offering marketers an all-encompassing resource to navigate and succeed in this dynamic market."

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



China Trading Desk is a MarTech innovator specialising in bridging the gap between global brands and China's dynamic consumer landscape.

relevant information to our clients to help decide the best strategies and execution to attract Chinese travellers," says Bhatt.

The company's primary objective in the TFWA i.lab Asia is to amplify its presence within the duty free & travel retail sector. "We aim to connect with potential partners, both brands and landlords, who are looking to effectively reach the Chinese traveller demographic," Bhatt adds. "Our focus is laser-sharp: China and Chinese travellers. Our singular concentration, combined with our advanced, real-time China Travel Dashboard and Marketing Maestro AI Assistant, makes us an unrivalled solution for marketers aiming to maximise the ROI of their marketing efforts."

TFWA i.lab Asia at a glance

- TFWA i.lab Asia is hosted in partnership with the Singapore Tourism Board.
- Opening hours: **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).

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Travel-X: enabling brands to provide diverse and smooth services to Chinese travellers

Travel-X (Level 1 – i.lab 5) is building a new gateway for travel, as well as the travel retail industry in China, by enhancing the efficiency of user acquisition and conversion of travel service suppliers and benefiting Chinese travellers with decision-making and mobile payment.

“Featured with the leading traveller itinerary data platform in China, Travel-X combines the capability of pinpointing confirmed travellers and user profiling, to offer a total solution for airlines, airports, duty free operators, travel retail brands, and commercial banks (credit cards),” explains Stephen Luo, CEO, Travel-X. “Meanwhile, Travel-X stands out for our long-time focus on this industry, and being visionary and pragmatic.”

Travel-X also owns an e-commerce platform that sells both travel service and duty free products, with two million registered users and a 200 million transaction volume yearly. The company is committed to assisting travel retail brands in establishing efficient and intelligent connections with travellers. “It is our goal to enable brands to provide diverse and smooth services to Chinese travellers, and meanwhile to empower Chinese travellers to make informed decisions and enjoy better travel experiences,” says Luo.

The latest development for Travel-X is among airports. Travel-X offers a SaaS solution for airports, featuring a digitalised membership system (an upgraded CRM) and e-commerce platform that includes merchants in airports offering shipments to home, or express delivery to boarding gates. “Both Beijing Daxing Airport and Beijing Capital Airport are using the solution,” Luo comments. “Travel-X offers a digital marketing and data service for travel retail brands since 2019. Recently, Travel-X is looking for opportunities of data service to travel retail brands.”

By participating in TFWA i.lab Asia, Luo adds that Travel-X aims to demonstrate the keys to engaging Chinese travellers. “Thanks to the overwhelming and seamless mobile payments and widely deployed cloud-based CRM, Travel-X can present an innovative and performance-oriented mobile travel-tech solution.”



Travel-X is building a new gateway for travel, as well as the travel retail industry in China, by enhancing the efficiency of user acquisition and conversion of travel service suppliers and benefiting Chinese travellers with decision-making and mobile payment.

TFWA i.lab Asia 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
Mapxus – NEW	Level 1 - i.lab 14
Mela Platforms – NEW	Level 1 - i.lab 3
Outform – NEW	Level 1 - i.lab 13
PERFECT CORP – NEW	Level 1 - i.lab 6
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

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Mondelēz highlighting ‘sense of place’, personalisation and gifting offerings

Mondelēz International is a Platinum Sponsor of TFWA Asia Pacific Exhibition & Conference. Jaya Singh, Managing Director, Mondelēz WTR, spoke to Ross Falconer.



TFWA Asia Pacific Exhibition & Conference provides an invaluable platform for industry stakeholders to come together and discuss innovative ways to progress the channel to new heights. “Our primary objective during this time is to engage in deep and productive conversations with our partners,” says Jaya Singh, Managing Director, Mondelēz International WTR. “By doing so, we aim to gain a comprehensive understanding of the challenges and opportunities present in the APAC market. We hope to leverage these insights to make a joint commitment to invest in strategies that will enable us to win both today and in the future.”

Mondelēz WTR is highlighting advancements of its core brand portfolio, showcasing new concepts to bring added value to the travelling client. “As the shopper profile continues to evolve it is important that we adapt to appeal to their changing needs,” Singh explains. “Through this approach we have identified a number of ways to meet their expectations, this includes ‘sense of place’, personalisation and gifting offerings.”

In line with this approach, Mondelēz WTR is introducing Toblerone Messages. This evolved product presents five fresh personal messaging choices displayed on the sleeve, each tailored to cater to customer preferences including past bestsellers, gifting occasions, personalisation and differentiation. “In addition, we look forward to highlighting our ‘Say it with Milka’ campaign,” Singh comments. “This premium confectionery creation invites passengers to express their appreciation to their loved ones through three delectable flavours and shapes, each carrying its own distinct messaging.”

Mondelēz WTR’s Toblerone destination sleeves have achieved iconic status and it looks forward to introducing new sense of place offerings within the channel throughout the year.

“Finally, 2024 is a significant year for Cadbury as it celebrates its 200th anniversary,” Singh adds. “To mark this occasion, we have created a limited-edition Cadbury Dairy Milk chocolate tablet. Perfect for gifting to friends and family, this exclusive offer will be available to travellers for a limited time only.”



Basement 2/2-J26

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Starward Whisky – “the beautiful colours and complexities of Australian red wine”

Starward Whisky’s Elena Windholtz, Commercial Manager Asia, is here at the TFWA Asia Pacific Exhibition & Conference to drive the Australian whisky’s traction in Asia, but also to show off its new bottles. Launched in November 2023, the new packaging features an updated shape and label design, and a new weight which is 200 grams lighter than the previous model – obviously an important benefit for the traveller – as well as including 50% recycled glass.

All aspects of the Starward Whisky core range of four whiskies take its Port Melbourne heritage to heart. It relies entirely on local wheat and single malt, and the whiskies are fully-matured in red wine casks sourced from the Yarra Valley and Mornington Peninsula. “These still contain some of the wine – generally, Shiraz, Cabernet Sauvignon and Pinot Noir – and because we ‘wet-fill’ this results in the beautiful colours and complexities which gives Starward Australian Whisky its outstanding character,” explained Windholtz, talking to the Dailies in the exhibition yesterday.

Basement 2/2-E5



Aurezzi turns everyday oral routines into golden rituals

Aurezzi is a new exhibitor at the TFWA Asia Pacific Exhibition & Conference, and also a completely new company – established just last year. But it is not one without considerable pedigree, as it was founded by Noel Abdayem – the visionary dentist and entrepreneur renowned for sustainable oral health care through The Humble Co which produces those bamboo toothbrushes you’ll find in business class on Delta, Finnair etc.

The Aurezzi range is spearheaded by a 24 carat gold-plated toothbrush featuring 5,000 bristles (versus circa 1,000 bristles on a conventional plastic off-the-supermarket shelf product). Therefore, the Aurezzi both lasts longer – but, most importantly, cleans better.

The toothpastes – in menthol and peppermint – also all feature 24 carat gold particles, as does the mouthwash. “Gold is not just a luxury, it is also antiseptic,” says Moustafa who goes on to explain: “the global oral care market is worth some \$50 billion, of which the luxury segment is close to zero – that is the whole rationale behind the positioning of Aurezzi.”

Level 1/1-T12



Aurezzi’s Samy Moustafa, Global Sales Manager, and Zanna Wiede, Sales Operations Manager, show off the travel retail exclusive gift packs (retailing from \$69-\$99) against a backdrop of DJ Khaled, the American disc jockey and record producer who is both an Aurezzi brand ambassador and shareholder.

The GlenCalvie blended scotch whisky created by MacDuff International (Scotch Whisky) Ltd, Glasgow and owned by Centrico Duty Free is Rich & Smooth with a complex flavor. The aroma has vanilla notes that are punctuated with a clean crisp aroma. The flavor is Deep & Rich with a mellow sweetness. The finish is clean with an enduring and memorable flavor.



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Duty Free: TTS campaign – a zero-tolerance approach to illegal practices, counterfeit and intellectual property theft

The joint campaign by TFWA and the Duty Free World Council – “Duty Free: Trusted, Transparent, Secure” – aims to underline the duty free & travel retail industry’s zero-tolerance approach to illegal practices, counterfeit and intellectual property theft.

In yesterday’s TFWA Asia Pacific Conference, Erik Juul-Mortensen, TFWA President, explained that duty free & travel retail has one of the most transparent, trusted and secure supply chains in the world. “We can be proud of our industry’s credentials and are committed to maintaining these high standards,” he said. “One important way to underline that commitment is to join our campaign and sign the zero-tolerance declaration on illicit trade, counterfeit and IP theft. Many of our industry’s leading players, such as Avolta, Lagardère Travel Retail and Gebr. Heinemann, along with key players in this region like King Power and Delhi Duty Free, have already joined the campaign, and I urge the rest of the industry to follow suit.”

The need for strong, public commitment to probity is illustrated by the World Health



Organization’s misplaced efforts to link duty free & travel retail with illicit trade in tobacco products as part of its Framework Convention on Tobacco Control.

“The latest development in this matter is a decision in February by the Parties to the WHO’s Illicit Trade Protocol to proceed with evidence-based research to, and I quote, ‘ascertain the extent of illicit trade in tobacco products related to duty free sales’,” Juul-Mortensen explained. “The WHO seems to have already decided our industry is guilty and suggests it is just a question of how guilty. Nonetheless, we welcome the decision to conduct evidence-based research, as it provides us with an opportunity to show we are partners in the fight against illicit trade, not contributors to it.”

In yesterday’s TFWA Asia Pacific Conference, Erik Juul-Mortensen, TFWA President, highlighted the joint campaign by TFWA and the Duty Free World Council – “Duty Free: Trusted, Transparent, Secure” – and explained that our industry has one of the most transparent, trusted and secure supply chains in the world.

Swarovski reveals its *crystal-clear objectives*

Known for its sparkle, Swarovski recently attended the Met Gala and has also started looking at the important role GTR has played now it is coming back to life post-pandemic.

Speaking at the show, Swarovski Head of Global Travel Retail Andreea Marginean said: “When we come to TFWA we always have the same two objectives – discussing our collections with our partners and secondly building relationships with partners and meeting more people.” She explained: “Swarovski is very well-established in travel retail and what distinguishes us is that the strength of the business is equal in the Americas, Europe and APAC.”

Marginean pointed out that part of this renaissance is returning to the category after an enforced hiatus. She admitted: “Last year was the first time coming back after five years. If I think back to what we have done even since last year, we have had such amazing growth by focusing on travel retail once again.”

According to Marginean: “APAC has been and is now even more than before a good market for Swarovski. There are a lot of new airports and we want to be part of all of those projects. Wherever passengers are, we want to be there.”

A lot of this, Marginean identified, was maintaining relevance and keeping the brand’s image at the forefront of people’s minds. For instance, she revealed: “We were recently part of the Met Gala and there was our creative director and some of our models who were wearing dresses adorned with Swarovski crystals and also our new collection and this was really exciting.”

Marginean added: “We have a marine trend for the summer, with a collection of shells and a starfish in different forms. We see the infinity symbol is still iconic and is still a bestseller. We also see pearls in the trends for this year.”

 **Level 1/1-R7**



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Gourmets & Co shows green giftability

Luxury chocolate can be eco-friendly too, according to Gourmets & Co, which is showcasing new eco-friendly packaging this year at the show that can be personalised.

Valrhona Selection Head of Global Retail Zeyneb Larabi said: "For Gourmets & Co, to give you a bit of background, post-Covid we identified a need to change the approach from a brand-focused approach to a category approach. In our brand portfolio we have three amazing brands – one 140 years old Weiss, located near Lyon in France and well-known for its speciality recipes. It is still made by hand."

Larabi explained: "The other brand, which is over 120 years old is a Swiss brand and from the heart of Switzerland and the approach with Villars is that with other brands you select the cacao origin, but we will select the milk origin to give a different aromatic profile."

Larabi added: "Valrhona is from the Rhone Valley and the brand



was created by a pastry chef for pastry chefs, so in its DNA it was the best chocolate for the professional and targets gourmet aficionados."

According to Larabi, with Valrhona it has "concentrated on gifts" and "packaging that you can reuse. We wanted to have something sustainable. We gained the B-Corp certification for the second time which highlights we are one of the best companies for the world, not just in the world."

 **Basement 2/2-F28**

New airline and GTR listings for Tito's

Tito's International has just achieved a new listing with Aer Lingus to follow its recent deal with Lagardère in Europe.

Speaking about the new deals and the brand's presence across Asia, Tito's International Managing Director John McDonnell said: "We are doing very well in the region. We have Korea duty free, Singapore duty free, Vietnam duty free. We just want to keep up the momentum."

McDonnell explained: "We are also trying to increase our small size on penetration because we found during the pandemic that people wanted to drink small sizes. For airlines we are going to try to focus on the 50ml format and the big news on airlines is that we just landed Aer Lingus. It's a big deal for us."

McDonnell revealed that the vodka brand was competing with gin for space within retail and that he was on a mission to show how vodka was more of a volume driver, something to rely upon while the gin trend wanes.

McDonnell added: "We try to get retailers to cut back on the space they are giving to gin and increase the space they're giving to vodka. There's a disproportionate shelf allocation when you go around the world with gin vs vodka. But when you look around the world at the volume of vodka versus gin, it is much greater for vodka."



 **Basement 2/2-D11**

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Coccinelle showcases new logo

Looking for greater presence across Asia Pacific, Coccinelle has a whole range that sports its new logo while it eyes potential new distributors and retailers.

Explaining more about its presence here at the show, Coccinelle Head of International Markets & Global Travel Retail Giada Cappelletti admitted: “The focus for us this year is to find new customers and new partners for APAC”, explaining that before Covid the brand had a very good presence in APAC as well as “a good presence in the domestic field” and was especially prominent “in China and Thailand” but now is the time for the business to look for more “Asian customers and partners”.

Cappelletti explained that, for Coccinelle, “the most important thing is to find some new connections”.

She added: “This collection we are displaying right now for Spring/Summer 2025 is not something you can find in stores. This is a very important collection for us because we have a new logo” but hinted that “it is not something people will see anywhere else”.

 **Level 1/1-P28**



La Martiniquaise shows variety is the spice of life

Showing delegates and attendees a range of spirits, La Martiniquaise has underpinned how it is tapping into far reaching drinks trends.

Speaking at the show, La Martiniquaise-Bardinet Group Communication Manager Donatien Ferrari said: “This year in Singapore, we are focused on different categories, we have our flagship Scotch whisky, our single malt Glen Moray we are launching in new packaging.”

Ferrari explained: “Glen Moray’s Phoenix Rising has had very good feedback too and also our Generous Gin, made in Cognac we do an original and an organic one.”

Describing trends taking place, Ferrari also hinted: “I think we are still leaning in towards coffee” and highlighted how “Espresso Martinis are still getting popular” as are lots of kinds of “cold brew coffee styles” in cocktails and pointed out that the beauty of the trend was that mixologists could change and adapt “the base spirit of the cocktail” and said that this meant that consumers “will also look to change it to any spirit they want” in an Espresso Martini cocktail.

 **Basement 2/2-L2**



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MacDuff targets Asia with RyeLaw

MacDuff International Export Sales Director John Scott said: “MacDuff has been coming to TFWA Asia Pacific Exhibition & Conference for many years and we still have our core brands such as Islay Mist, Lauder’s and Waterproof. But our main focus this year is on RyeLaw, our unique Scottish rye whisky. This is the most visible it has been. We are looking more at travel retail opportunities for this now it has launched domestically and we are talking to some people about doing a cask strength version.”

Scott explained: “We did an exclusive deal in Europe with Heinemann initially for the first part of the year for the first few months and this is the first opportunity we have had to show it, but we have some meetings with some big players this week and so we will see how that goes.”

Scott added: “We would love to get RyeLaw into the major airports” and mentioned that MacDuff is “looking at China and Singapore and Thailand”.

 **Basement 2/2-E9**



Moroccanoil extends range

Moroccanoil has extended its portfolio to show how versatile the brand is for consumers, while also illustrating how it is a suitable product for all ethnicities.

Moroccanoil Vice President Global Marketing Yeolan Delapenha said: “Obviously, the Moroccanoil treatment is our core product and our signature product that started the company. We have our original version, then our version for fine hair and our latest ‘newness’ is that we are launching our purple version which is specially formulated for blonde, highlighted or grey hair. It has the same base formula as the original for conditioning, softening, for fighting frizz, but with added violet pigments to help counteract brassiness.”

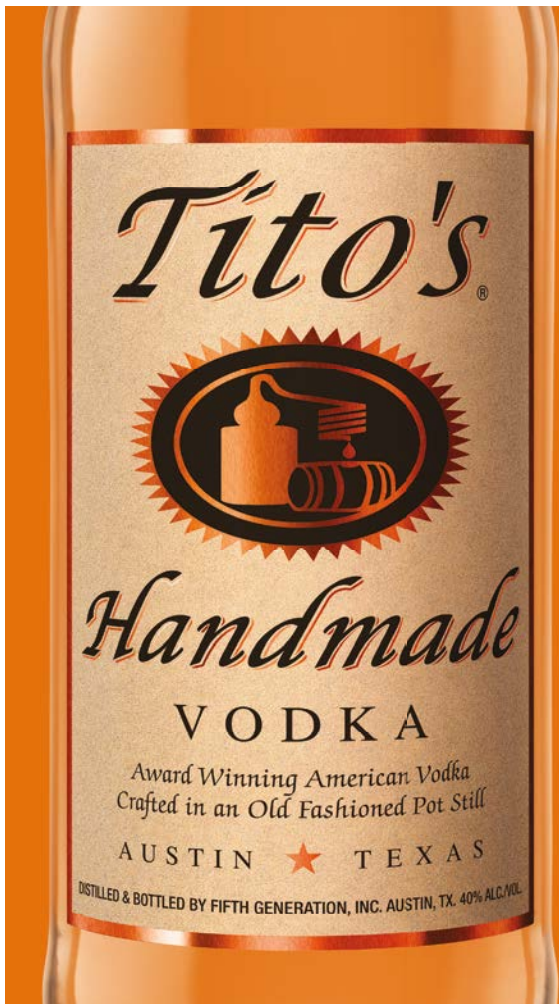
Delapenha explained: “It’s a global launch and it’s off to a strong start. We want to really reconnect with the operators we are already with and take this as an opportunity to speak with other partners.”

In terms of what it wants to achieve at the show, Delapenha revealed: “We really want to showcase our newness when it comes to these products and also show our brand DNA and what differentiates us from other brands. We are really becoming a lifestyle brand that is multi-category and not just haircare.”

Delapenha additionally pointed out that “the one thing that is nice about our brand is that, regardless of hair type, texture, skin tone, skin type, we are for all people, all ethnicities and all hair types”.

 **Level 1/1-Q7**





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Trusted retail partnerships are the key

JT International is building on its strong recovery in the Asian travel retail market since 2019 with MEVIUS – its leading cigarette brand, which comes in capsule packs with different flavours such as berry, lemon and watermelon as well as Low Smoke Smell versions alongside its regular lights brand.

“Pack choice is hugely popular in our strongest markets – Japan, China and Taiwan,” says Claudio Ferreira, General Manager JTI GTR, “and we are expanding in those open Asian countries such as Korea, Malaysia, the Philippines and Indonesia where tobacco regulation is less prohibitive. We have innovated with our combustible heated tobacco product PLOOM in Japan and opened several PLOOM concept stores in Tokyo along with smoking lounges that are transitioning into ‘tasting lounges’ where smokers can sample our other Asian cigarette brands such as Seven Stars, Peace, Pianissimo as well as our top selling brands – Camel, Winston, American Spirit and the rolling tobacco Amber Leaf. We are preparing the rollout of PLOOM in other Asian markets next year. Airport traffic in countries like Korea is getting back to 2019 levels and our success is due to the reputation of our brand ambassadors in these countries and their trusted partnerships with local retailers.”

 **Basement 2/2-B38**



Tailored to suit

Tailored Perfumes has been working with big brand names to essentially bring to market fragrances in GTR all the way from production right through to being available in airports.

Speaking at this year's TFWA Asia Pacific Exhibition & Conference, Tailored Perfumes' Export Area Manager Cristina Calbetó told the TFWA Daily: “We do everything in-house and look after production right through to distribution.”

Describing what the company is showing visitors this year, with specific focus on the Asian consumer, Calbetó said: “We have developed different collections and, in terms of pricing, they are all very different”, hinting that diversity and variety is a crucial element. She added that the ones to watch out for are “the Reebok brand” and also “Woman's Secret too”.

 **Basement 2/2-J19**



Margaret Dabbs shows luxury podiatry can take flight

With more reasons than ever to look after ourselves while travelling, Margaret Dabbs shows global travel retail what it has been lacking. Showcasing her eponymous company, Founder, Managing Director and CEO of British beauty brand Margaret Dabbs said: “We combine podiatry expertise, which is my background, with beauty, to make results-driven products for hands, feet and legs. We've got 12 clinics in the UK, a couple in the Middle East, one in Europe and we are quite an interesting business because we are a clinic business, so we've got the medical credibility behind us, but also we are a luxury spa partner in lots of hotels and spas throughout the world.”

 **Basement 2/2-K10**

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Tamdhu Cuatro Reserva broadens price point accessibility while Dedication Series maintains the “pinnacle”

William Ovens, Ian Macleod Distillers’ Global Travel Retail Director, brings news of important developments to the TFWA Asia Pacific Exhibition & Conference as he reports that “our position in Asian travel retail has developed significantly since we took distribution back in-house, led by Kelvin Ng – our highly-experienced Hong Kong-based Regional Director.”

Within the portfolio, an important shift has been to make its Tamdhu Speyside Single Malt Whisky more accessible with the introduction of Tamdhu Cuatro Reserva. Tamdhu is exclusively matured in rare Oloroso sherry casks – only 5% of all Scotch whisky is matured in this way – and therefore Tamdhu has traditionally maintained a very high entry price point of \$143; whereas the travel retail price of the new Cuatro Reserva is around \$97.

Tamdhu Cuatro Reserva is matured in a combination of First Fill European Oak Casks, Refill European Oak Casks, First Fill American Oak Casks and Refill American Oak Casks. “In a significant move we have secured additional stocks for the channel, meaning that we will be able to expand the presence of Tamdhu at a greater number of airports and on cruise lines.”

Moving to the “pinnacle” of the Tamdhu range, Ovens also explains that Ian Macleod Distillers is launching the first of eight expressions of its Dedication Series. “These are very special indeed – the first expression is the ‘Forty Six’ from 1977, exceptionally rare, cask strength and non-chill filtered so all the flavours come through.” The Tamdhu Forty Six will retail at \$20,000 per bottle and only 100 hand-blown, individually numbered crystal decanters will be available globally.



Another Ian Macleod brand with a new expression launching here in Singapore is Rosebank, described by Ovens as “the king of the Lowland single malts.” The Rosebank Distillery was closed and mothballed by Diageo in 1993. Ian Macleod Distillers acquired the brand in 2017 with limited existing stocks inherited from Diageo. The new Remarkable Casks Collection will have a limited annual release, with the first release of only 700 bottles at 31 years old. Distillation resumed last year at the re-awakened site using the unique Rosebank original style – it is the only distillery to employ a method



combining triple distillation and worm tub condensers. Release 1 is the first of five planned releases.

Meanwhile, Ian Macleod Distillers is re-introducing a limited release Glengoyne Single Cask to the channel, the likes of which has not been available for over a decade. Matured in a European oak sherry hogshead single cask, the circa 200 bottles will have a \$1,950 price point – a luxury for sure... but not at an unimaginable cost.

Basement 2/2-M01

Glencalvie blended Scotch “is perfect for Asia”

Brought to Singapore by a new exhibitor, Glencalvie blended Scotch whisky is already sold widely in the Middle East and Executive Duty Free’s Director, Rajan Bhatia, hopes to use the springboard of the TFWA Asia Pacific Exhibition & Conference to expand in more Asian markets. “With strong notes of vanilla, and some caramel, the blend is perfect for Asia,” says a confident Bhatia.

“While our journey with Glencalvie is just beginning, Executive Duty Free has a very strong pedigree in the category as a significant seaport duty free retailer in the major seaports of the UAE where we have extensive experience serving all the essential duty free needs to seafarers,” explained Bhatia to the Dailies in the exhibition yesterday.

Basement 2/2-G35



Apripure – sharing the secrets of Hunza Valley Apricots – and 100+ year life expectancy



Now in its second year at the TFWA Asia Pacific Exhibition & Conference, Maude Circle International’s CEO, Angeline Goh, is here to present the range of Apripure Cosmetics which centre on the qualities of its Hunza Valley Apricot main ingredient – credited with the 100+ year life expectancy of the people of the mountainous valley in northern Pakistan.

“Like fine wine the Hunza apricot benefits from the purity of the valley’s soil and water and is exceptionally rich in vitamins A,C,E and K,” says Goh. “The reason the Hunza people live so long is because they enthuse their diet and medicinal products with the apricot’s oil – so while the apricot is not exported, with Apripure I can share the secret of the Hunza Valley Apricots with the world.”

The Apripure range is all manufactured under exacting scientific conditions in Switzerland and includes a moisturizing foam cleanser, concentrated virgin apricot oil, nourishing cream concentrate, revitalizing eye cream (with special massaging roller) and moisturizing toner (with new application brush). According to Goh, Apripure’s wholly virgin apricot oil is also its “star product and best-seller.”

The Shilla Duty Free here in Singapore was the first operator to launch Apripure in the travel retail sector, and Goh reports that new travel retail markets in Thailand, China and the Middle East are particularly being targeted.

Level 1/1-T13



Ritter rolls-up sleeves with “greetings from” gifting concept

Of special emphasis at the TFWA Asia Pacific Exhibition & Conference this year are Ritter Sport’s Choco Cubes for snacking and treating. “Choco Cubes are available in all our markets but work especially well in Asia because of the flavours and colours,” explained Kerstin Krüger-Worreschk, Marketing Manager Global Travel Retail, to the Dailies yesterday.

In other innovations to this product range which doesn’t stand still, this year’s Ritter Sport “Travel Edition” summer selection features five pieces with music-themed flavours which will form the centre of a special gondola promotion at Frankfurt Airport in July and August, together with a giveaway bag for spending over €13.

Meanwhile, launched last year at Cannes, its customised sleeves with destination designs on its Mini Towers product line have proved very popular with operators in the APAC region. The sleeves can also be produced for time-sensitive events such as Diwali and Chinese New Year – and then removed from any potentially unsold stock (although Ritter Sport is at pains to point out that this occurrence is highly unlikely).

Basement 2/2-G29

Bacardi introduces DEWAR'S DOUBLE DOUBLE 21 Year Old STONE TOASTED



Bacardi Global Travel Retail has chosen TFWA Asia Pacific Exhibition & Conference to feature the latest progressive innovation from its DEWAR'S blended Scotch whisky portfolio. DEWAR'S DOUBLE DOUBLE 21 Year Old STONE TOASTED is one of the key whisky innovations launching this year, with a travel retail exclusive Discovery Pack of two expressions to feature exclusively with China Duty Free Group throughout May.

The Discovery Pack includes two 75cl whisky expressions bottled at 46% ABV, with natural colour and no chill-filtration; DEWAR'S DOUBLE DOUBLE 21 Year Old STONE TOASTED with magma, using American Oak and French Oak casks.

STONE TOASTED is the latest iteration of the DEWAR'S series, highlighting new ways to enhance

flavour possibilities through cask maturation. The new expressions showcase the influence of oak and how it is seasoned.

"DEWAR'S is constantly innovating, so it's only natural to explore how new flavour experiences can be created for our whisky drinkers," explained Master Blender Stephanie Macleod. "The Stone Toasting method was originally created for finishing wine, and we were intrigued to explore the effect on whisky. This series is all about showcasing the impact of the oak on the finishing liquid: American versus French, toasting levels and the source of the heat. Gently toasting the wood slowly opens the oak, which extracts softer, silkier textures and more refined, richer flavours from the cask."

Basement 2/2-E11

Grupo Osborne: "global ambassadors of Spanish gastronomy" offer a taste of authentic Cinco Jotas ham

Our primary objective at the TFWA Asia Pacific Exhibition & Conference is to expand our partnerships with leading Asian operators," says Cathy Rolland, Grupo Osborne's Global Travel Retail Manager. Rolland explains that travel retail is a pivotal strategic area within Grupo Osborne "serving as a global showcase for our brands, and playing a crucial role in advancing our mission to serve as a global ambassador for Spanish gastronomy." Indeed, Rolland has a long target list of "prestigious operators known for their significant impact in the travel retail industry" – and significantly they are comprehensively represented in Singapore this week.

"Given our extensive product range – from gins, brandy, rum, Cachaças to Spanish wines, and including sherry, Port, along with the prestigious Cinco Jotas ham, which is the centrepiece of a live carving and tasting display on the Grupo Osborne stand in the exhibition, it is unsurprising that Grupo Osborne caters to a sophisticated audience with a penchant for high-quality, authentic products.



"This year we are also excited to introduce a number of exclusive for travel retail products, including a Montecillo Albariño Travellers Exclusive, and Gold 999.9 Gin."

Basement 2/2-F17

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