

Safeguarding tomorrow's travel retail

Sarah Branquinho

President

Duty Free World Council

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DFWC and its members are working on a number of issues to promote and protect our industry

Present & future challenges

- Product labelling
- Hand luggage regulations
- Inbound allowances
- Deployment of arrivals duty-free
- Ensuring exemption for duty-free wherever unwarranted taxes are proposed

A vital economic contributor

- **\$74.1 billion in sales revenue***
- **\$42 billion in global GDP****
- **680,000 jobs worldwide****

Duty-free revenues directly support travel and tourism development, making air travel more accessible and affordable, funding infrastructure and improving passenger services.

News

Dubai Duty Free soars to new heights with record US\$177 million in August sales

by Dermot Davitt | 1 September 2025 | dermot@moodiedavittreport.com

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KSA's sovereign wealth fund creates first Saudi-owned travel retailer

By LUKE BARRAS-HILL | Monday, 10 March 2025 16:35

* Generation Research

** York Economics 2025

Trusted, Transparent, Secure



Trusted for over 75 years

- The duty-free supply chain is **tightly regulated, transparent and traceable at every stage**
- Goods are strictly sold for export and never enter the domestic market
- Products are transported and sold under strict Customs supervision

The real sources of illicit trade

Genuine duty-free accounts for **just 0.056%** of the global illicit tobacco trade*

The real sources of illicit trade are elsewhere:

- Organised crime
- Unregulated free-trade zones (FTZs)
- E-commerce and parcel post



PRESS RELEASE | 30 October 2025 | European Anti-Fraud Office | 6 min read

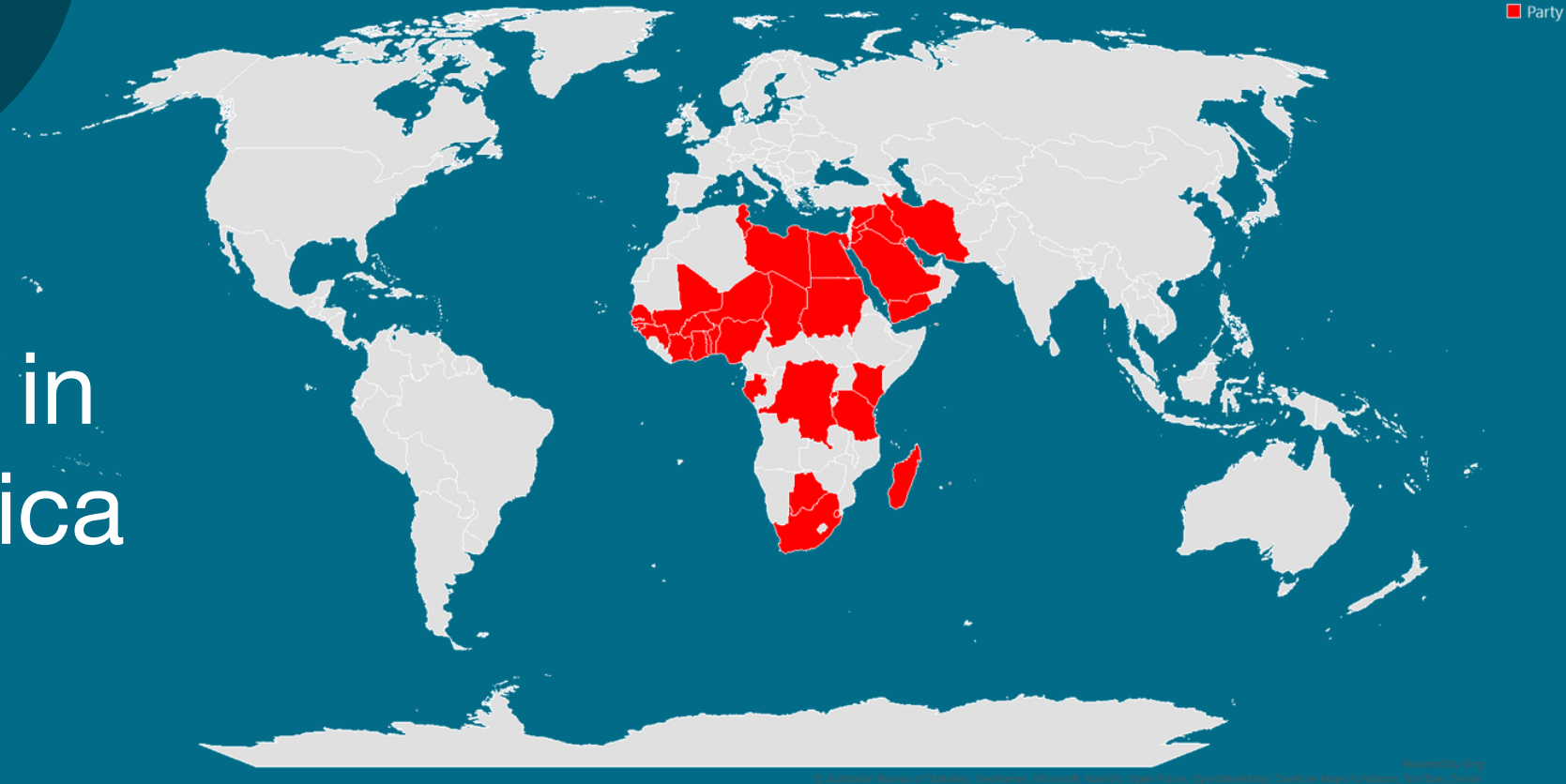
OLAF-led Joint Customs Operation NOXIA II delivers major results against the illicit trade of dangerous substances

* York Economics 2025

WHO: Protocol to Eliminate Illicit Trade in Tobacco Products

- Entered into force in September 2018
- 71 countries are Parties to the Protocol, with 54 signatories
- The Protocol specifically identifies duty free as a source of illicit tobacco goods
- As agreed at MOP3 last year, WHO commissioned a study into “the extent to which” duty-free contributes to illicit trade

Parties to the ITP in Middle East & Africa



- Increasing number of countries in this region are Parties to the Convention. Of 71 Parties in total, 30 are from Africa
- The voice of the region will be heard at MOP4

Africa: Parties to the ITP as of November 2025

Benin	DR Congo	Kenya	Rwanda
Botswana	Egypt	Libya	Senegal
Burkina Faso	Eswatini	Madagascar	South Africa
Cabo Verde	Gabon	Mali	Sudan
Chad	Gambia	Mauritius	Togo
Comoros	Ghana	Niger	Tunisia
Cote d'Ivoire	Guinea	Nigeria	Tanzania
Congo	Guinea-Bissau		

Signatories to the ITP marked in yellow

Signatories have ratified the ITP and are eligible to vote at MOP

Middle East: Parties to the ITP as of November 2025

Iran	Iraq	Jordan	Kuwait
Qatar	Saudi Arabia	Syria	Yemen

Signatories to the ITP marked in yellow
Signatories have ratified the ITP and are eligible to vote at MOP

WHO Evidence-Based Research Report, Sept 2025

- The report **has failed to provide any evidence** of the alleged link between duty- and tax- free sales and the illicit trade in tobacco products
- The report acknowledges that in the interviews conducted, **most stakeholders interviewed did not perceive duty-free sales as a significant channel for the illicit trade in tobacco products**
- The WHO report claims that **it has not been possible to acquire data** to prove a correlation between duty-free sales and illicit tobacco trade
- Despite providing no evidence, the report insists that duty-free *“can be exploited for illicit purposes if not rigorously controlled”* and that *“further investigative methods beyond stakeholder interviews may be required”*

DFWC response to the WHO Evidence-Based Research

Our position:

The WHO's own research echoes our long-held position: that **duty-free is one of the most controlled retail environments in the world**, and there is **no link between genuine duty-free sales and illicit trade**

In the absence of evidence showing any such link, the WHO's resources would be better used fighting the real sources of illicit trade

Parties at MOP4 should bring this debate to a **definitive end**

Tomorrow's data challenge

A question to ponder:

With the advent of seamless travel and biometric recognition at airports, how will we monitor purchases and generate sales data in tomorrow's duty-free stores?



DUTY FREE WORLD COUNCIL

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