



TFWA ANNOUNCEMENT

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MEDFA AND TFWA ANNOUNCE NEW DETAILS OF MIDDLE EAST DUTY FREE CONFERENCE PROGRAMME

The Middle East Duty Free Association and TFWA are pleased to announce further details of the MEDFA Conference which will take place in the Mena House Oberoi Hotel in Cairo on Sunday 28th and Monday 29th November with a Welcome Cocktail party on the 27th.

The enhanced programme was agreed by the Board Members of MEDFA at their meeting in Cannes on Wednesday 20th October.

Following an introduction by moderators Dermot Davitt, Editor, The Moodie Report & René Carayol, CEO, Inspired Leaders Network and an opening address by Anthony Chalhoub, MEDFA President, there will be a keynote address on '**Reality and Opportunity in Egypt**' by His Excellency Amr El Ezaby, Chairman of the Egyptian Tourism Authority. A representative from the Egyptian Ministry of Trade and Industry has also been invited to speak.

The **Egyptian Duty Free Panel** discussion will feature contributions from retailers and suppliers in the region including Nadia Rashad, Deputy General Manager, Cairo Airport Duty Free, Reda Aly, Vice President Duty Free, Egyptair, Sherif Toulan, Business Development Manager, IDF, and senior executives from EHCAAN and Cairo Airport Company.

David Huttner, Aviation Analyst, Nyras Capital will provide a big picture overview of aviation in the Middle East, the major players and their plans for growth, in the session on 'Airline Development in the Region'.

Retail consultant Alan O'Neill of Kara Change Management will use case studies from domestic and travel retail to inspire retailers to be proactive in their approach to service and sales in '**Maximising Opportunities**'.

The second day of the Conference will begin with some harsh realities. Soma Rao, CFA, Managing Director, Head of EMEA Fixed Income, Currencies & Commodities, J.P. Morgan will join Keith Spinks, Secretary General, ETRC to look at '**Current Concerns; Future Solutions**' with particular emphasis on currency fluctuations and industry concerns such as the current threats to tobacco and alcohol duty free sales.

In '**Reality and Opportunity in the Middle East: the industry past, present and future**' Michael Barrett, Conferences and Research Manager TFWA will analyse how the industry in the region has developed and what will influence future growth.

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The technical aspects of airport operations – retailer sales systems, intelligent tagging of passenger boarding and customer loyalty cards – will be addressed by Michael Ibbitson, Vice President Information & Communication Systems and Christina Cassotis, SH&E Vice President, Leader Airport Services in **‘Tomorrow’s Technology Today’**.

The **‘Regional Focus: Destination South Africa’** will review how the growth in sales fuelled by the FIFA World Cup can be translated into sustained development of the duty free and travel retail industry in the country. Selwyn Grimsley, Managing Director Tourvest and Dr Peter Mohn, Partner MINDSET will attempt to provide a better understanding of consumer behaviour using recent research conducted at Cape Town and Johannesburg airports.

The final session will be **‘Building the Duty Free Brand in the Middle East’** presented by René Carayol, CEO, Inspired Leaders Network.

Throughout the Conference there will be ample opportunity for delegates to network in convivial surroundings.

Pre-registration for the MEDFA Conference closes on 10th November and full details can be found at www.tfwa.com.

Ends

Notes:

MEDFA and TFWA are grateful to their sponsors.

The Platinum sponsors of the MEDFA Conference are Dubai Duty Free, Imperial Tobacco, BDF/ARIME, Puig Travel Retail and Patron Spirits. The Gold sponsors are Hersheys, Beiersdorf Nivea, Egypt Free Shop Co. and Philip Morris. Silver sponsors: ADAC, Perfetti and Dona Jimena. Portfolio sponsor: Travel Retail & Duty Free Markets magazine; moderator outfits provided by Hamila Distribution and other sponsors including Bardinet, Kraft and Brown Forman.

Sponsors of networking opportunities: Dufry Sharjah for the Welcome Cocktail, CADF/Traveller and Egyptair DFS for luncheons and IDF for the gala dinner; Nestle and IDF for coffee breaks.

The media partners for the event are DFNI, Decision Makers, Frontier/Brands, Gulf Africa Duty Free, The Moodie Report, Travel Retail & Duty Free Markets, Travel Retail Business and Travel Retailer International.

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