



DIGITAL VILLAGE

CREATIVE SOLUTIONS FOR TRAVEL RETAIL

PRESS ANNOUNCEMENT

FOR IMMEDIATE PUBLICATION
9th June 2017

Pre-registration opens for TFWA DIGITAL VILLAGE exhibition

The world's leading duty free and travel retail association TFWA has now opened pre-registration for pioneering new exhibition, TFWA DIGITAL VILLAGE.

An innovative forum to showcase creative digital solutions and services, TFWA DIGITAL VILLAGE will kick off with an elegant opening cocktail reception at Hotel Barrière Le Majestic on the evening of Tuesday 3rd October and run until Friday 6th October 2017. The three-day event will be held in the Gare Maritime, an exclusive exhibition area beside the world-famous Palais des Festivals venue in Cannes.

TFWA DIGITAL VILLAGE will run alongside the TFWA World Exhibition & Conference. Among the illustrious speakers taking to the stage at the conference on Monday 2nd October will be David Rowan, editor-at-large of award-winning technology and trends magazine WIRED UK. In an address that will underscore the digital focus of this year's event, Rowan will be detailing how the dramatic advance of technology will impact the duty free and travel retail industry.

TFWA DIGITAL VILLAGE will also feature TFWA's dedicated ONE2ONE meeting service which will run from Wednesday to Friday. This personalised appointment service is a tailor-made opportunity for exhibitors to meet with decision makers and senior executives keen to embrace new technology in the dynamic duty free and travel retail industry.

Exhibitors already confirmed for the event include advertising company JCDecaux who will showcase their connected screens and interactive terminals at the event, global airport app FLIO, and CRM and loyalty programmes company AOE GmbH. They will be joined by Au Coeur Du Luxe the retail consultancy; KG Dutyfreelist, specialist in consultancy, instore solutions, CRM and loyalty programmes; and Planet Intus which specialises in solution integration, connected screens, data solutions, geolocation, and in-store analytics. THE PERFUMIST, which provides instore solutions, CRM and loyalty programmes, robotics and in-store analytics and global e-commerce platform OLLDU are also among an impressive line-up of technology-forward companies.

Erik Juul-Mortensen, president of TFWA said: "To thrive in this digital age, the duty free and travel retail industry needs to embrace digital technology. As the industry celebrates its 70th anniversary, this new venture will help to keep our business on track to move forward in a technology-centric world, and will allow brands and retailers to find out more about the leading players in this important field. Similarly, the duty free

and travel retail industry, valued at US\$63.6 billion in 2016 by research commissioned by TFWA, is a market of enormous potential for innovative technology providers, making this the perfect platform to forge partnerships that will benefit both parties.”

Pre-registration closes on 7th September 2017. More information about TFWA DIGITAL VILLAGE can be found at <http://www.tfwa.com>.

For more information and insight on digital within the duty free and travel retail industry, please visit the events section on the TFWA DIGITAL VILLAGE website: http://www.tfwa.com/duty_free/Event-news.1592.0.html

-0-

For further information please contact:

TFWA press office/Templemere PR

Email: tfwapress@tfwa.com

Tel: +44 (0)1306 735574

www.tfwa.com