

**ASIA PACIFIC
EXHIBITION &
CONFERENCE**

THE DUTY FREE & TRAVEL RETAIL ASIA PACIFIC SUMMIT

PRESS ANNOUNCEMENT

FOR IMMEDIATE PUBLICATION

15th April 2016**Workshops at TFWA Asia Pacific Exhibition & Conference to offer 'vital insight'**

A stimulating trio of workshops at the TFWA Asia Pacific Exhibition & Conference will equip delegates with the essential information they need to meet the challenges and embrace the opportunities that face the industry, according to the association.

The packed programme will offer a choice of topics. Workshop A shines a spotlight on off-airport duty free, a sector that has gained considerable traction in Asia, where a number of ambitious off-airport projects are underway. Looking at the development of this burgeoning sector will be Amos Xu of Haikou Meilan Airport Duty Free Shop which is at the avant-garde of the business, Hyunah Ahn, from Hanwha Galleria Timeworld, an operator of a number of duty free outlets in Korea, and Peter Mohn from m1nd-set, who is author of a recent report on downtown duty free shoppers in Asia.

A second workshop will explore the expectations and perception of courting that much-coveted passenger – the Millennial traveller. Speakers will include a number of experts with a finger on this important pulse, and an inside track on how our industry can be relevant to this new generation. Among these are Singapore-based bloggers Uli Chan and Christabel Chua who will offer first-hand insight, Grant Fleming from Lagardère Travel Retail, and Cheryl Lim from McKinsey and co-author of the report Capturing the Asian Millennial Traveller.

The third workshop will explore the threats to growth faced by the industry in today's volatile climate, and how we can safeguard our sector's future. With issues such as ever more prescriptive packaging regulations, restrictions and confusion over what can and can't be taken on-board, as well as increasingly complex and restrictive legislation on categories such as drinks and tobacco, a clear understanding of the implications of these issues and the actions needed to address them has never been more imperative. Among the speakers are

Sarah Branquinho, ETRC president, Asia Pacific Travel Retail Association board member, Andrew Gardiner, chief of retail & Launceston, Australia Pacific Airports (Melbourne), Duty Free World Council president Frank O'Connell and GfK Global head of travel & hospitality Laurens van den Oever.

“With three sessions running simultaneously, there will be plenty of food for thought during what promises to be a highly informative and constructive afternoon,” says TFWA vice president, conferences and research Thom Rankin. “These workshops will help delegates get to grips with the issues and appreciate the potential of the leading market in our business.”

The TFWA Asia Pacific Exhibition & Conference will run from 8th to 12th May. More information, including full details on how to register as well as more about the workshops and other elements of the event, can be found at www.tfw.com.

-0-

For further information please contact:

TFWA Press Office / Templemere PR

Email: tfwapress@tfwa.com

Phone: +44 (0)1306 735574

www.tfw.com