

## PRESS ANNOUNCEMENT

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### **Digital high on the agenda as this year's TFWA World Exhibition & Conference workshop programme is announced**

TFWA has confirmed its workshop programme for this year's TFWA World Exhibition & Conference in Cannes. The impact and potential of new technology will be a strong theme, marking the launch of TFWA's new exhibition TFWA DIGITAL VILLAGE which will run in parallel to the long-standing industry event.

The workshops kick off on Tuesday 3<sup>rd</sup> October with a session entitled Digital Focus. This will explore the latest initiatives in digital and online marketing to travellers, along with the solutions being launched by airports, retailers and brands. Speakers at the workshop will include Lewis Allen, director of environments at Portland Design, whose Strategic Insights Unit will publish *The Digital Journey*, the second in a series of TFWA Monitor reports for association members, later this year. Lewis will be joined by Adil Raihani of The Blueprint Partnership, specialists in challenging and reshaping the airport retail model, and by Stéphanie Metz-Thevenod, EVP marketing & digital duty free global at Lagardère Travel Retail. The workshop will be held from 8:00am to 9:00am in the Salon Croisette at the Majestic Hotel.

On Wednesday 4<sup>th</sup> October, TFWA's Inflight Focus workshop will explore the issues and challenges facing the airline retail market. With an estimated 1 to 2% of international travellers currently making a purchase during their flight, the potential for growth is evident. Among a distinguished panel of industry experts will be Inflight Sales Group Europe president Karen Durban-Villeval, All Nippon Airways Trading Co. Ltd general manager inflight sales merchandising Kensuke Nishimura, Gebr Heinemann sales director inflight & catering John Baumgartner and L'Oréal Luxe Travel Retail EMEA commercial development manager Cyril Coulareau. The workshop will run from 8:00am to 9:00am at the Salon Croisette, Hotel Majestic.

The TFWA Research workshop will present highlights and key findings of the association's most recent research studies, which are all available free of charge to TFWA members via the association's website. This year has seen several new additions to the TFWA Research output including traffic reports and forecasts, plus trend-watching initiatives released under the TFWA Monitor series. The TFWA Research workshop will take place on Wednesday 4<sup>th</sup> October from 6:00pm to 7:00pm at Auditorium K, Palais des Festivals.

The week will conclude with a return to the technology arena. At TFWA DIGITAL VILLAGE in Gare Maritime on Friday morning, an Ideas Lab, curated by Portland Design, will offer exhibitors and visitors to the TFWA DIGITAL VILLAGE the opportunity

to share insights, experiences and ideas on how new technology can benefit brands, retailers and landlords.

The workshops are open to all delegates at TFWA World Exhibition & Conference; please pre-register by emailing [conference@tfwa.com](mailto:conference@tfwa.com). For more information please visit: [http://www.tfwa.com/duty\\_free/Conference-workshops.156.0.html](http://www.tfwa.com/duty_free/Conference-workshops.156.0.html)

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