

TFWA

1-6 OCTOBER 2017
CANNES

**WORLD
EXHIBITION &
CONFERENCE**
THE DUTY FREE & TRAVEL RETAIL GLOBAL SUMMIT

PRESS ANNOUNCEMENT

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Another record year ahead for TFWA World Exhibition & Conference as TFWA Digital Village makes debut

TFWA World Exhibition & Conference is set to have another successful year in Cannes, with exhibitor numbers topping all records.

A total of 515 exhibiting companies have registered so far (up 4.7% from 492 companies last year) across 491 stands (up 4% compared with 472 stands in 2016). This year's figures include 61 exhibitors who are new or returning after a short absence including Piper-Heidsieck Champagne, Cartier Parfums, skincare brand Payot Paris, contemporary jewellery brand APM Monaco and fashion brand Pourchet.

The Cannes event will also see the debut of TFWA Digital Village. This exhibition will occupy 840 square metres of prime floor space at Gare Maritime for three full days from Wednesday 4th October to Friday 6th October. Those keen to find out about new technology and how it can be utilised in duty free and travel retail will have the chance to meet with over 30 exhibitors from some of digital retail's most innovative brands at the exhibition. TFWA would like to thank Shiseido, who will sponsor the Wi-Fi at this pioneering new event.

At TFWA Digital Village's Ideas Lab workshop, which will run from 09:00 to 10:00 on Friday 6th October at Gare Maritime, delegates will be able to learn more about the most important forces shaping the digital retail revolution. The session, curated by Portland Design, will feature highlights from the upcoming TFWA research study *The Digital Journey*. In addition, representatives from a number of TFWA Digital Village exhibitors will debate the opportunities created by advances in technology. Complimentary access will be granted to all who have a TFWA World Exhibition & Conference 2017 badge or a TFWA Digital Village badge.

As ever, a range of tools will help visitors make the most of their time at the exhibition. These include a new geo-localisation app, which will allow visitors to geo-locate themselves on a 3D interactive floor plan and be guided along a route to a stand of their choice. Delegates can select the exhibitors they are interested in prior to the event and record them in a visit folder to be accessed on site.

To further help exhibitors maximise their impact at the exhibition, the TFWA Product Showcase is now open at www.tfwaproductshowcase.com. This invaluable service

allows exhibitors to profile and promote their products online, and has become an essential resource for journalists as well as visitors to the exhibition looking to view the latest news from the major brands in duty free and travel retail.

TFWA World Exhibition & Conference's extensive social events and leisure activity programme has something for everyone and will once again add to the "Cannes" experience.

TFWA World Exhibition & Conference will take place at the Palais des Festivals, Cannes, between 1st and 6th October 2017.

Pre-registration is now closed. Visitors are still welcome to register on site at the registration pavilion in Cannes. Visit www.tfw.com to find out more.

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