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**Welcome Cocktail**  
At Fort Canning

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**Golf**  
Report from Laguna  
National Golf and  
Country Club

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**Today:**  
TFWA Asia  
Pacific  
Conference

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**Fragrances  
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**31**  
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TFWA

Patrick Bouchard

Vice President Conferences & Research



## Introduction

# Taking the long view

**I**t's a great privilege to be back in Singapore during this time of exciting development for both the Association and the Asia Pacific duty free and travel retail industry.

Anyone who wishes to take a global approach to the travel retail channel cannot afford to neglect Asia Pacific, which has consolidated its position as the number one market according to the latest research from Generation. A new study by ForwardKeys concluded that Chinese travellers now account for 14% of all international arrivals, making them the largest passenger group. In addition, Chinese international travel recorded higher growth in 2018 (10.7%) than in the previous two years. TFWA members can find out more from this fascinating report on our website. And it certainly contains plenty of evidence to be confident about the future – we can expect an ever-greater number of Chinese travellers to take to the skies and seas in the coming years, with all the business opportunities that this will bring.

The increasing importance of the Asian market has been reflected in the rapid growth of the TFWA Asia Pacific Exhibition & Conference. As business in the region continues to evolve and change, we too have updated elements of this year's TFWA Asia Pacific Exhibition & Conference to improve the overall experience for delegates. The simultaneous conference workshop format of previous years has been replaced with three new plenary sessions, which focus on pressing industry issues such as new technology, sustainability and the future of brands. The TFWA App, which allows the audience to raise issues and subjects for debate from the floor, will ensure the sessions are interactive.

Many thanks to all our conference sponsors, including Changi Airport Group, Neuhaus, Incheon Airport, Eu Yan Sang, Leonidas, Nestlé, Skross and Pourchet for their support.

Whether you're a returning visitor or if this is your first time to the TFWA Asia Pacific Exhibition & Conference, please do take advantage of the wealth of opportunities open to us all this week. Events such as this provide a great networking platform to make new contacts and help plant the first seeds of a successful business relationship.

I'm personally looking forward to learning more about the latest duty free and travel retail developments in Asia, and I'm certain that this week will enable us all to gain really meaningful insight. It will help us to better understand the shape of the business in the longer term while remaining mindful that Asia Pacific remains a growing, diverse, volatile and fascinating region.

*As Vice President of Conferences & Research, Patrick Bouchard is responsible for organising conferences, workshops, seminars and research. Patrick also leads the development of new TFWA activities. Patrick is Vice President Global Client Management of Estée Lauder.*

## The day ahead...

- All delegates are welcome to join us for coffee and refreshments, kindly sponsored by Eu Yan Sang, before the first plenary session at 09:00. This will be taking place on Level 5.
- The first plenary session will be followed by a business networking coffee, hosted by Leonidas from 11:00.
- Don't forget to come by the business networking lunch, hosted by Neuhaus on Level 5.
- Special thanks to Incheon Airport and Nestlé for sponsoring the afternoon networking session, starting at 16:30 on Level 5.
- If you're looking for somewhere to enjoy an early-evening drink that's close to the exhibition floor, come to the TFWA Asia Pacific Bar on Level 4 from 17:30 tonight.
- And don't forget the Women in Travel Retail meeting tonight at 17:30 in the TFWA Asia Pacific Bar.

WiTR  
meeting  
today



**Please note that the Women in Travel Retail (WiTR) meeting takes place today, immediately after the TFWA Asia Pacific Conference at 17:30. The meeting takes place in the TFWA Asia Pacific Bar on Level 4 of the Marina Bay Sands Expo & Convention Centre. All women in the duty free & travel retail industry are warmly invited to attend for drinks and networking.**

**There will be the opportunity to hear about WiTR's 2019 charity initiative, Friends-International, from Colleen Morgan (The Moodie Davitt Report), who nominated this charity.**

**It will also give the chance to meet WiTR's new regional representative for North Asia, Erin Lillis, TR Director Asia/Pacific for Lacoste.**

**Based in Phnom Penh and Siem Reap, Cambodia, Friends-International has projects in Cambodia, Laos, Thailand, Indonesia and Switzerland (serving Europe). WiTR aims to raise €15,000 to give beauty salon training for 24 young women, aged 16-24, in Siem Reap. This will also allow them to provide for their children and siblings, improving the lives of 100 women and children in total.**

## Free WiFi service

A complimentary WiFi service (**MICE-HOTSPOTS**) is offered throughout the conference venue and the exhibition halls.



## Reminder of locations within the Marina Bay Sands Expo & Convention Centre:

- Two exhibition levels: Basement 2 and Level 1
- Registration desks: Level 1
- ONEZONE Lounge: Level 1
- Press Centre: Basement 2
- TFWA offices: Level 3
- Conference: Level 5
- TFWA Asia Pacific Bar: Level 4
- Asian Bar: Basement 2
- Western Bar: Basement 2
- Sushi Bar: Level 1
- Information services & travel agent: Basement 2

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04

# A stroke of genius

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**P**articipants didn't putt many eagles in yesterday's golf tournament, but there were birdies all over the Laguna National Golf and Country Club course, which is home to herons, kingfishers and bee-eaters. "There are so many birds here," said Alwyn Chong, Managing Director, Luxasia.

He wasn't the only one captivated by the birds. "My golf is not going well, but I am enjoying the birds, the scenery and the company," said Neil Ebbutt, Director Travel Retail, Rituals Cosmetics.

It was the first time Laguna National Golf and Country Club had hosted the tournament and many players were impressed with the quality of the Masters Course. "This course is in prime condition," said Subash Adwani, CEO Parfraindo Utama. "But you have to work hard to keep it on the fairways."

Renaud Boisson, CEO Asia Pacific, Interparfums, agreed. "It's not as easy as I thought," he said. "There is lots of water and the greens are fast."

Having notable success was debutant Edward Schultz, President, Hawaiian Host, who won the tournament. "I play a lot in Hawaii," he explained. "It's been a fun event - I have met lots of people."

Second and third place respectively were Peter Dige, Travel Retail Director, Toms Confectionery Group and Chris Sinclair, Managing Director, Signaction. Longest drive (men) also went to Edward Schultz and longest drive (women) went to Sara Levy, Valiram Group.







**01** Jack Long, General Manager, SUTL; Keith Tan, Head of Travel Retail, BAT; Calvin Khoo, Business Development Manager, BAT; and Andy Yap, Director, Ritzville.

**02** Clinton Ang, Managing Director, CornerStone Wines; Sintija Celma, Area Managing Director, VSF International; Peter Dige, Travel Retail Director, Toms Confectionery Group; and Gad Manor, Managing Director, Gal (Manor) 1990.

**03** Alan Brennan, Managing Director, dcGTR; Daniel de Souza, Skross; William de Souza, WorldConnect; and Subash Adwani, CEO Parfraindo Utama.

**04** Jutta Recheis, Managing Director, Oliver Weber Collection; Oliver Weber, CEO Oliver Weber Collection; Pierre Lequeux, Korea & China Representative, TFWA; and Guiyong Cho, Korea & China Representative, TFWA.

**05** Edmund Yao, Account Manager, SUTL; Terence Koh, Account Manager, SUTL; Marco Mak, Account Manager, BAT; and Stanley Tsang, General Manager, Bright Gain (Asia).

**06** Renaud Boisson, CEO Asia Pacific, Interparfums; Kaushal Tappoo, Executive Director, Tappoo Duty Free; Alwyn Chong, Managing Director, Luxasia; and Eric Friess, Manager, Imporlux.

**07** Sylvain Combe, CEO Peuch & Besse; Edward Ash, Marketing Manager, Ulupna; Wayne Scrivener, Sales Director, Stafford Bonded; and Stephen Chong, Director Indo China, Kaimay.

**08** Overall winner Edward Schultz, President, Hawaiian Host, with Renaud Boisson, CEO Asia Pacific, Interparfums.

**09** Patrick Dorais, Director of Sales, Al Nassma Chocolate; Randy Dufour, VP Exports & Global Travel Retail, Constellation Brands; Sara Levy, Valiram Group; and Julian Levy, CEO Valiram Group.

**10** Shibu Thomas, CEO Harison Chocolates; James Goldstein, Owner, Samez Worldwide; Manuel Coronilla, Sales Director Travel Retail, Haribo; and Neil Ebbutt, Director Travel Retail, Rituals Cosmetics.



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# After hours

The popular social programme at TFWA Asia Pacific Exhibition & Conference provides unrivalled opportunities to network and relax outside business hours. The TFWA Asia Pacific Bar opens today at 17:30, tomorrow evening's Chill-Out Party is Hawaiian-themed, and Wednesday's Singapore Swing Party sees the fair coming to town.

## TRBusiness Travel Retail Awards

Today, 18:45  
Conrad Hotel

Game-changing initiative and awards event, The Travel Retail Awards takes place at Singapore's Conrad Hotel this evening. The only consumer-voted awards dedicated to the DF&TR industry recognises true ingenuity in travel retailing, combining expert research and priceless consumer blogger and video blogger feedback to crown the industry's trailblazers.

- Dress code: Business attire
- Admission by ticket only

## DFNI-Frontier Asia Pacific Awards

Tomorrow, 18:00  
The Begonia Ballroom 3001A-3002  
Marina Bay Sands Expo & Convention Centre, Level 3

DFNI will celebrate the best in travel retail at the DFNI-Frontier Asia Pacific Awards, the most-established awards for recognising excellence and innovation in the region. The shortlist of nominees is published in the current issue of DFNI and on [dfnionline.com](http://dfnionline.com)

- Dress code: Business attire
- Admission free to all badge holders

## TFWA Asia Pacific Bar

Monday 13 May to  
Wednesday 15 May,  
18:00-19:30  
(except today, open from 17:30)



📍 **Marina Bay Sands Expo & Convention Centre, Level 4**

If you're looking for somewhere to enjoy an early-evening drink and cocktail kindly provided by our Sponsors that's close to the Exhibition floor, look no further than the TFWA Asia Pacific Bar. You can even venture onto the terrace with its stunning view of Marina Bay, but indoors or out, this is the ideal place to decompress.

- Dress code: Smart casual



Tomorrow, 19:30

📍 **Mandarin Oriental Hotel**

Where better to unwind mid-show than beside the Mandarin Oriental's giant rooftop pool surrounded by the Singapore city skyline? A Hawaiian theme promises pineapples, pink flamingos and plenty of colourful, exotic action including a surfing simulator. Eat, drink and take life a little less seriously.

- Dress code: Casual
- Entrance by invitation only (part of the Full Delegate Status)
- A shuttle service will be available from all major hotels

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Wednesday 15 May, 20:00

📍 **Ola Beach, Sentosa Island**

This year's Singapore Swing Party sees the fair coming to town. Get ready for an evening of retro fun with fairground games and live music. There'll be burgers, hot dogs and candyfloss to enjoy, plus a vintage hairstyle corner to help you look the part.

- Dress code: Casual
- Entrance by invitation only (part of the Full Delegate Status)
- A shuttle service will be available from all major hotels



\*Tested on 106 women aged 25-45 after 1 week of use.



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01



02

# Welcome Cocktail

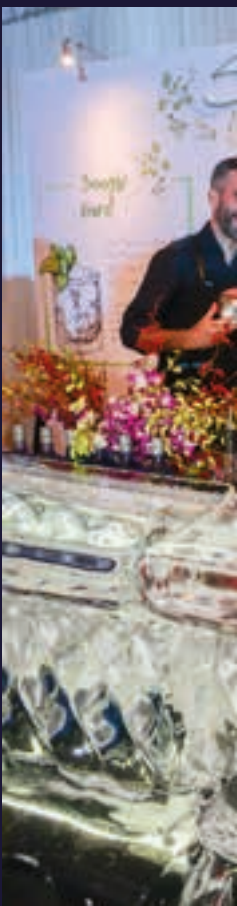
*Last night's Welcome Cocktail took place in the luxurious setting of Fort Canning with its colonial grandeur and lush gardens. The evening was supported by the Singapore Tourism Board, with guests experiencing a true taste of Singapore.*



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01 Thibaud de Vaulchier, Vice President Sales, INCC Group, and Rémy Deslandes, President, INCC Group.

02 Andrew Carter, Managing Director, Chase Distillery.

03 Alexander Nekrasov, Director – Travel Retail, Merlin Digital; Rohit Bachani, Director, Merlin Digital; Alwyn Stephen, President & CEO, Beauty Contact; Mariette Scoop, Consultant, Brilliant Idea Solutions; Maurice Snoussi, CEO, Fashion World Brands; Siraj Hanifa, Director, Merlin Digital; and Diane Lane, Digital Marketing Manager, Merlin Digital.

04 Antoine Clement, Senior Account Manager, Hume Brophy; Elin Wisenius, Strategy & Business Development, Kairos Fortuna; Donatienne de Fontaines-Guillaume, Vice President Commercial, TFWA; and Filip Soete, Chief Commercial Officer, Aéroports de la Côte d'Azur.

05 Morgan Acas, CEO & Co-founder, Romy; Geraldine Archambault, Founder, International Beauty Link; Catherine Bonelli, Worldwide Travel Retail Director, Paul & Shark; and Sophie Weber, Business Development Director, Duty Free Development Consulting.

06 Lorraine Gillen, Commercial Director, Hunter Laing & Company; Scott Laing, Director, Ardnahoe Distillery; Andrew Laing, Export Director, Hunter Laing & Company; and Lal Arakulath, CEO, Kreol.

07 Patrick Bouchard, Vice President Conferences & Research, TFWA; Renaud Boisson, CEO Asia Pacific, Interparfums; Nadia Skouri, Vice President Marketing, TFWA; Arnaud Boisson, Associate Executive Director, BBCM; and Frédéric Garcia-Pelayo, Vice President Finance, TFWA.

08 Bettina Danet, Regional Sales Director Asia-Pacific, Luxottica, and Palit Suranakaphan, Global Channels Business Development Director, Asia-Pacific, Luxottica.

09 Jiang Xiong, Deputy General Manager, Hainan HNA CDF Duty Free; Reese, General Manager, Haikou Meilan Airport Duty Free Shop; Zheng Zhiqiu, Chairman, HNA Duty Free Commercial Holdings; Maggie Zhao, Vice President, HNA Modern Commercial Investment Holdings; and Cyril Chen, Investment & Procurement Department & Investment Management Center Manager, HNDP.

10 Rituals Cosmetics' Marjolein Weener, Travel Retail Specialist; Neil Ebbutt, Director Travel Retail; and Marjet de Vlieger, Business Development Manager.

11 Sabine Parmentier, Membership & Administration Manager, TFWA; Alain Maingreud, President, TFWA; and Sophie Weber, Business Development Director, Duty Free Development Consulting.



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# Today: TFWA Asia Pacific Conference

For over a decade, TFWA Asia Pacific Conference has offered the regional duty free & travel retail industry the opportunity to explore the issues shaping the industry's largest market. Today's Conference will see expert speakers from inside and outside of the industry give their perspectives on an array of topical issues. For the first time, TFWA Asia Pacific Conference features a new, plenary-only format allowing a range of topics to be addressed and discussed by all delegates, with audience interaction encouraged via the TFWA App.



**Robert Guest,**  
Foreign Editor,  
The Economist



**Kate Ancketill,**  
CEO, GDR Creative  
Intelligence

Monday 13 May 2019

## 08:30-09:00 Welcome coffee & refreshments

Foyer area, Level 5, Marina Bay Sands Expo & Convention Centre

## 09:00-11:00 Conference: Plenary session 1



Main Ballroom, Level 5,  
Marina Bay Sands Expo &  
Convention Centre



Translation available  
in Mandarin and  
Japanese

**T**he first plenary session of the Conference will update delegates on the current state of the duty free & travel retail industry, explore the context for companies doing business in the Asia Pacific region, and look at how new developments in retail will influence the duty free market in the years ahead.

### **Alain Maingreud, President, Tax Free World Association**

In his first address to the TFWA Asia Pacific Conference, Alain Maingreud will share the latest available regional and global sales data, and also give his personal perspective on the role TFWA can play in providing a platform for the duty free & travel retail industry to grow.

### **Andrew Ford, President, Asia Pacific Travel Retail Association**

The Asia Pacific Travel Retail Association (APTRA) defends the interests of the region's thriving duty free industry. President Andrew Ford will update delegates on how APTRA can help the region build on its leadership status.

Our keynote speakers this year will offer insights on the context against which our industry operates, both with regard to the current instability in regional and global economies, and to the future of retail.

### **Robert Guest, Foreign Editor, The Economist**

The Economist is renowned worldwide as the journal of choice for anyone with an interest in international business, politics and economics. Robert Guest is the magazine's Foreign Editor, and has a rare insight into the dynamics underpinning business in Asia Pacific and worldwide. He will address how the geopolitical climate is affecting trading relations between the major powers, offering his view on what delegates can expect during the uncertain years ahead.

### **Kate Ancketill, CEO, GDR Creative Intelligence**

At a time when the pressures on the High Street have never been greater, Kate Ancketill examines what makes a successful retailer in today's consumer market. Drawing from examples of "digital native" brands, she will explore the new techniques that will influence how and what future shoppers buy, looking at the role of artificial intelligence and other developments in technology.



## 11:30-13:15 Conference: Plenary session 2



Main Ballroom, Level 5,  
Marina Bay Sands Expo &  
Convention Centre



Translation available  
in Mandarin and  
Japanese

**T**he second plenary session will focus on new developments in travel retail, with contributions from two prominent retailers and the world's leading airport by retail sales.

### **A travel retail revolution?**

3Sixty Duty Free, previously the DFASS Group, claims to be "redefining travel retail" through its embrace of a new omni-channel approach, typified by its KrisShop joint venture with Singapore Airlines and SATS. The retailer's Executive Vice Chairman **Roberto Graziani** will explain how 3Sixty plans to achieve its aim to lead a "generational change" in the duty free & travel retail industry.

### **Pacific perspective**

Australasia has long been a vital part of the regional duty free & travel retail market, and in recent years has benefited from a significant increase in the number of visiting Chinese tourists. In this session, **Przemyslaw Lesniak**, CEO of Lagardère Travel Retail Pacific, will provide a perspective on the steps needed to ensure the market's recent growth is sustainable.

### **Airports of the future**

With duty free sales of US\$2.4 billion last year, South Korea's Incheon International is the world's biggest airport by retail revenue. As a wave of tenders at Incheon approaches, the airport's Director of Concessions Planning Team **Dong-ik Shin** discusses the role of retail in the airport of the future.

**The morning plenary sessions will be moderated by John Rimmer, Managing Director, Tax Free World Association, and Dermot Davitt, President, The Moodie Davitt Report.**

## 11:00-11:30

**Business networking with coffee**



Foyer area,  
Level 5, Marina  
Bay Sands Expo &  
Convention Centre

## 13:15-14:15

**Business networking lunch**

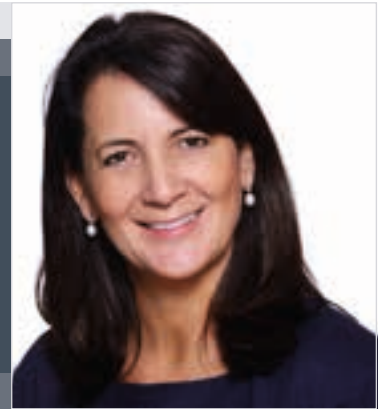


Marina Bay  
Sands Expo &  
Convention  
Centre, Level 5





**Dong-ik Shin,**  
Director of Concessions  
Planning Team, Incheon  
International Airport  
Corporation



**Vanessa Wright,**  
Vice President Sustainability  
& Responsibility,  
Pernod Ricard Group

**14:15-16:30**

## Conference: Plenary session 3



Main Ballroom, Level 5,  
Marina Bay Sands Expo &  
Convention Centre



Translation available  
in Mandarin and  
Japanese

**T**he third plenary session will address a range of topics that will influence the path of the duty free & travel retail industry, from training to sustainability, branding to store design.

### Investing in people

TFWA is delighted that the TFWA Asia Pacific Exhibition & Conference will mark the launch of the DFWC Academy, a new initiative that will provide accredited, specialised training modules to students and employees working in the duty free & travel retail industry. Launching the project, Duty Free World Council President **Frank O'Connell** will explain how the DFWC Academy can benefit all stakeholders active in the industry.

### In search of sustainability

Sustainability is no longer just about paying lip service to environmental concerns; it is a vital component of the strategy of any forward-thinking

brand or retailer. In this session Pernod Ricard Group Vice President Sustainability & Responsibility **Vanessa Wright** will explore steps that brands and retailers in duty free & travel retail can take to limit their impact on the environment, increase awareness among consumers, and create positive brand stories.

### Safeguarding our industry

In today's hyper-regulated world, new constraints are increasingly encroaching on brands' ability to market themselves effectively, and nowhere is the issue more acute than in duty free & travel retail. New requirements in consumer information and product labelling are having a negative impact on a range of product categories, from confectionery to beauty, tobacco to liquor. What do brands in our industry need to know, and how can they respond? With **Gemma Bateson**, JTI Worldwide Duty Free Corporate Affairs Director and APTRA Board Member.

### Towards a consumer-led retail offer

How relevant is the typical travel retail assortment to today's consumer? And if change is needed, what form should it take? These questions are at the heart of new research commissioned by Nestlé International Travel Retail, whose General Manager **Stewart Dryburgh** will reveal the findings and discuss the steps all product categories can take to build a retail offer around real consumer needs.

### VR and the future of store design

As technologies such as virtual and augmented reality become more accessible and affordable, what might be the benefits for duty free & travel retail, in areas such as store design and brand executions? This session will look at the practical potential of new technology in our industry, courtesy of dcGTR Managing Director **Alan Brennan**.

**16:30-17:30 Afternoon networking session with refreshments**



Foyer area, Level 5, Marina Bay Sands Expo & Convention Centre

**17:30 TFWA Asia Pacific Bar opens**



Marina Bay Sands Expo & Convention Centre, Level 4

## 2019 TFWA Asia Pacific Conference sponsors



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## Virtual and Augmented Reality: a fresh, insight-driven approach to store design and shopper engagement

*As technologies such as virtual and augmented reality become more accessible and affordable, what might be the benefits for duty free & travel retail in areas such as store design and brand executions? Alan Brennan, Managing Director, dcGTR, shared some insights with Ross Falconer ahead of his address to this afternoon's Plenary Session 3.*

**T**he key message that Alan Brennan, Managing Director, dcGTR, will share in this afternoon's Plenary Session 3 will be centred on how Virtual and Augmented Reality can bring a fresh and insight-driven approach to retail store planning, design and shopper engagement. "The leverage of such technology brings a differentiated cost-effective solution to overcome the historical industry issues of low traveller footfall and shopper conversion in retail stores," he says.

The added-value benefits of using VR/AR are extensive, and there are few boundaries today in how the technology can be applied by retailers and brand owners across the commercial process, from creative design through to execution.

"One good example is how a retail store design or brand activation concept can be built and brought to life from a basic visual render," Brennan explains. "By creating a virtual immersive retail store environment or brand activation from the render, that can be researched

and tested in multiple scenarios with targeted shopper profiles. This can measure and evaluate the impact of the retail store design and brand activation to drive greater purchase and increased conversion."

All of this can be undertaken efficiently with a positive ROI, and key learnings captured and implemented prior to major CAPEX investment, for the mobilisation and build of the final retail store design or brand activation.

"The advances in VR/AR technology, largely driven by the gaming industry, combined with greater customisation of the technology for retail, bring a fresh and differentiated cost-effective solution to capture compelling insight and understanding on what creates more effective shopper engagement, which drives greater purchase and conversion across different touchpoints of an integrated shopper journey," Brennan adds.

dcGTR has just completed a number of VR projects and is in active dialogue with a cross-section of industry stakeholders on leveraging this cutting-edge technology.



**Alan Brennan, Managing Director, dcGTR:** "The advances in VR/AR technology, largely driven by the gaming industry, combined with greater customisation of the technology for retail, bring a fresh and differentiated cost-effective solution to capture compelling insight and understanding on what creates more effective shopper engagement."

## Pacific perspective

*Przemyslaw Lesniak, CEO of Lagardère Travel Retail Pacific, will provide the 'Pacific perspective' in today's Plenary Session 2. He spoke to Ross Falconer.*

**A**ustralasia has long been a vital part of the regional duty free & travel retail market, and in recent years has benefited from a significant increase in the number of visiting Chinese tourists. In today's Plenary Session 2, Przemyslaw Lesniak, CEO of Lagardère Travel Retail Pacific, will provide a perspective on the steps needed to ensure the market's recent growth is sustainable.

"We approach business a little differently in this part of the Pacific," he begins. "So, I'd really like to share my personal story, how living in this region has challenged my perspective of travel retail, and how that has driven amazing performance for Lagardère."

Lesniak identifies changing trends among Chinese travellers, with an increase in free independent



**Przemyslaw Lesniak, CEO of Lagardère Travel Retail Pacific:** "We approach business a little differently in this part of the Pacific. So, I'd really like to share my personal story, how living in this region has challenged my perspective of travel retail, and how that has driven amazing performance for Lagardère."

travellers rather than group travellers. Travel retailers and their partners, therefore, need to continually create unique and exclusive experiences for the independent Chinese travellers to ensure market growth is sustainable.

"At a macro level, this applies further to the tourism experience the Chinese travellers are seeking, and how it is communicated with them before they select Australasia as their destination," says Lesniak. "This is where continued collaboration with relevant tourism and government agencies is required. At a micro level, continuing to build direct and ongoing relationships with Chinese travellers is critical for retailers in this region."

Lagardère Travel Retail Pacific was recently awarded the new duty free and international F&B concessions at Adelaide Airport in a key strategic win. This builds on the opening of new stores in Sydney Airport's T2 redevelopment. Lagardère Travel Retail was awarded six Travel Essential sites in Sydney's T2 – five concessions opened in February 2019, with the final concession to open in May 2019.

Meanwhile, as part of the Cairns Airport Domestic redevelopment, Lagardère Travel Retail will open six new stores – RELAY, The Cairns Store (flagship gifts & souvenirs), Icons (gourmet produce and café), tech2go, Kaboom & Lego, and Eye Love Sunglasses – over the next 10 months.

"These are all on top of our major project for 2019, which is the mobilisation of our mini-master concession at Christchurch Airport where we are rebuilding over 1,400sqm of retail in the International Terminal," Lesniak adds. "So, we have an exciting and busy 24 months ahead as we implement, with our partners, the various major developments across the Pacific region."



## Safeguarding our industry

*In this afternoon's Plenary Session 3, Gemma Bateson, JTI Worldwide Duty Free Corporate Affairs Director and APTRA Board Member, will discuss new requirements in consumer information and product labelling, and the impact they are having on a range of product categories. She shared a preview with Ross Falconer.*

**A**t the TFWA Asia Pacific Conference, Gemma Bateson, JTI Worldwide Duty Free Corporate Affairs Director and APTRA Board Member, will talk about how important it is for the travel retail industry to be understood as a business. "For example, our model – where we operate, how we operate, the controls and restrictions, and the economic benefits we as an industry drive through the non-aeronautical revenue system."

Bateson believes that currently, and it differs



**Gemma Bateson, JTI Worldwide Duty Free Corporate Affairs Director and APTRA Board Member:** "We must make ourselves better understood, we must be part of the dialogue, and we must be part of the solution – a solution that respects the travel retail business model."

enormously by country, the business is much misunderstood and in some cases undervalued.

"Legislation designed for a single domestic market does not translate to the multi-national travel retail business model, and we are seeing an erosion of what makes travel retail unique – from limited edition products to packaging," she says. "I am not only talking about tobacco here, but there are now examples in almost all categories. My message is that together we are strong. We are a \$70 billion industry, we have a powerful national and global voice that we should be using more effectively."

The increasing demand from regulators for consumer information and product labelling is a major concern for the duty free & travel retail industry. "It will affect every category, we're already seeing it in confectionery and P&C," Bateson comments. "Having to provide full listings of ingredients and allergens in multiple languages will make it far more difficult to maintain a varied

portfolio, or for brands to produce duty free exclusives. If these types of excessive regulation are applied to our retail channel, it is jeopardising travel retail exclusives and reducing consumer choice."

Being a member of national, regional and global travel retail associations is critical in terms of awareness and engagement.

"Airports, ports, borders, cruise and ferry companies are all part of national and international infrastructure, and are important to national and regional economies," says Bateson. "Our response must be to use the strong voice and argumentation we have to protect the travel retail industry. We are not against sensible and proportionate regulation, across any category. However, we must make ourselves better understood, we must be part of the dialogue, and we must be part of the solution – a solution that respects the travel retail business model."

**Frank O'Connell, President, Duty Free World Council:** "The primary aim of the DFWC Academy is to help raise standards in our industry by bringing academic accreditation to staff education, training and development activities globally."



## Investing in people

*TFWA Asia Pacific Exhibition & Conference will mark the launch of the DFWC Academy. Ahead of his address in this afternoon's Plenary Session 3, Duty Free World Council President Frank O'Connell spoke to Ross Falconer.*

**T**he DFWC Academy is a new initiative that will provide accredited, specialised training modules to students and employees working in the duty free & travel retail industry.

"The project has been in the planning stage for some years now and I am delighted we can finally launch the Academy with our first course, the Certificate in Duty Free and Travel Retail," explains Frank O'Connell, President, Duty Free World Council.

The online course is based on the industry's already agreed Profession Standards and is designed for those currently working in, or looking to pursue a career in, duty free & travel retail.

"This initial course is also highly relevant to employees of brand companies supplying our industry, and those working for promotional agencies for example, who wish to gain an understanding of retail operations in a duty free & travel retail environment," O'Connell adds.

An important element is accreditation of the course by the International CPD (Continuing Professional Development) Organisation, allowing anyone who

completes it to obtain CPD credits/points, which are recognised worldwide for continuous professional development and career progression.

The first cohort of students is expected to commence study in September.

"This Certificate course is the first step in providing a career progression pathway for all employees and will, we hope, lead on to the Academy offering Diploma and Degree level courses," says O'Connell. "The aim is to provide all employees, at whatever level, with the means of advancing their career prospects through gaining industry recognised high standard qualifications and building their CPD point totals. I believe this will enhance staff retention and help to professionalise our workforce to the benefit of employees and industry profitability."

In the longer run, the aim is that DFWC Academy activities will help attract 'best in class' talent to join the duty free & travel retail industry, and will help in future-proofing the industry through better skilled and innovative employees.





*Stewart Dryburgh, General Manager, Nestlé International Travel Retail: "The key message is a simple one: in the confectionery & fine food category globally, the opportunity is "10 in 10" – a \$10 billion category in 10 years' time."*

## "10 in 10": growing confectionery to a \$10bn category in 10 years

*How relevant is the typical travel retail assortment to today's consumer? And if change is needed, what form should it take? These questions are at the heart of new research commissioned by Nestlé International Travel Retail (NITR). Stewart Dryburgh, General Manager, NITR, gave Ross Falconer a preview of the findings, ahead of his address in this afternoon's Plenary Session 3.*

The key message that Stewart Dryburgh, General Manager, Nestlé International Travel Retail (NITR), will deliver in today's TFWA Asia Pacific Conference is a simple one: in the confectionery & fine food category globally, the opportunity is "10 in 10" – a \$10 billion category in 10 years' time.

"How we get there is through a focus on category growth drivers combined with our SOUL approach," he explains. "We've been able to identify three core need states that consumers are looking for when it comes to confectionery & fine food. These are: Deeper Connections, which is about how well you're connected with your friends and family; Better For You – either healthier snacks, or things that make your kids happy, which come from a healthy perspective; and Elevated Experiences, which are about making the overall experience you're on a bigger and better one."

Bringing those three core need states to life, there are 10 category growth drivers. Four of these are associated with Deeper Connections: all year-round gifting, share & connect, celebrate the seasons, and uplifting breaks. Two are associated with Better For You: healthier snacks & better treats, and happy parents, happy kids. Finally, three are associated with Elevated Experiences: travel souvenirs, give me a boost, and experience & indulgence.

Those nine category growth drivers sit on the outside, with the tenth, Perfect Condition, at the heart.

"How those 10 category growth drivers come to life is where the brands kick-in," says Dryburgh. "This is where our SOUL strategic framework comes in – SOUL being about the Story, the Occasion, the Uniqueness of what we're offering, and doing it in a Locally relevant way."

Indeed, it's not just about the assortment, it's about how the assortment is presented, embracing the fun and engaging element of the confectionery category. Delegates will hear more about the scale of the opportunity during this afternoon's Plenary Session 3.

The global duty free and travel retail industry responded with trademark generosity on Saturday night as over 300 guests gathered at the newly opened Jewel Changi Airport, to support Friends-International, the beneficiary of The Moodie Davitt Report Duty Calls Charity Dinner.

The dinner was generously hosted by Changi Airport Group on two levels of the spectacular new venue, a destination in itself.

An amazing sum of over US\$265,000 was raised during the evening thanks to the many generous partners. The silent and live auction collectively raised over \$60,000, due in particular to the charismatic auctioneer, Duty Free Global Founder and Commercial Director, Barry Geoghegan.

The evening festivities kicked off at The Changi Experience Studios, not yet open to the public, with a Champagne Cocktail sponsored by ReStore by Concourse and Champagne Laurent Perrier.

The dinner, at Cloud9 Piazza, which overlooks the

## Duty Calls: Travel retail philanthropy sees over a quarter of a million US dollars raised for Friends-International

entire Jewel and its stunning illuminated 40 metre Rain Vortex, commenced with entertainment from classic Asian fusion quartet The Qi Ensemble and a stirring and poignant performance by The Singapore Youth and Children's Show Choir.

Introducing the event, The Moodie Davitt Report Founder and Chairman Martin Moodie said of Friends-International, "Tonight's cause is all about transforming the lives of the young, the vulnerable, the

ones dispossessed of that most important element in humankind's makeup, love."

Friends-International Founder and Executive Director Sebastien Marot told an enthralled audience of how the charity helps young people across Southeast Asia through a unique social enterprise model, which combines saving lives with building futures; and blends social work and services with opportunities, training and jobs.



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Available in its own boutiques and selected stores across the world, Penhaligon's holds two long-standing Royal Warrants: from HRH The Duke of Edinburgh (granted 1956) and from HRH The Prince of Wales (granted 1988).

*Variety is spicing up the fragrance category in travel retail, and niche brands are bringing out the big guns to secure a place on the shelf. By Faye Bartle*

# Message in a bottle

Having the luxury of choice is especially apt for the fragrance category, with shoppers continuing to be seduced by the chance to build a scent wardrobe that reflects every aspect of his or her personality. To cater to demand, niche brands are shining a light on achieving greater diversity in the channel.

"The niche market in travel retail seemed to come to a slow pace in 2018, and we are hoping for a rebound in 2019," says Olivier Mariotti, Managing Partner – International Markets, Etat Libre d'Orange Paris (Basement 2/2-L8). "A lot of the operators felt better with spaces allocated to larger, group owned ex-niche brands, slowing down the opportunity for independent brands to appear as a true alternative to the consumers."

The brand is now laying the groundwork to build its presence from a position of strength.

"Travel retail, in a relatively new segment like niche perfumery, is often shy to open up to product innovation and is pretty much often a trend follower; so, we need to strengthen our presence on the domestic market before going to the biggest travel retail guns in Asia with a solid proposal," says Mariotti.

China, Korea, Hong Kong and Japan are strong areas of focus for the company. "We are growing in

these domestic markets and expect, at some point, to motivate the travel retail players to incorporate our segment and our brand, with the necessary means, to their product offer. It's maybe not a 2019 project, but we hope it'll happen within two to three years."

Yohji Yamamoto Parfums (Level 1/1-N12) is making marked in-roads, having recently launched with Shilla Duty Free at Changi: the first launch in Asia to carry the full Yohji Yamamoto Parfums assortment. "We are extremely proud and thrilled with this, as we believe Changi is one of the world's top airports and the place to launch Asian brands," says Natasha Bezrukova, Export Director, Yohji Yamamoto Parfums. "Moreover, you can find our prestige line 'I Am Not Going To Disturb You' onboard all international Aeroflot flights. It was our launch last year at TFWA Asia Pacific Exhibition & Conference and its performance has been impressive. This year we are looking forward to expanding our presence in duty free chains of Russia, GCC and SkyShop programmes in the Asian region."

By communicating the brand values and artisan traditions of the famous designer through its perfumes, Yohji Yamamoto Parfums is leveraging its distinct appeal. "Yohji Yamamoto is the person who once shook the entire fashion industry," says

Bezrukova. "Our aim is to do the same and our biggest opportunity is tied not only to the product, but to the overall concept of the brand. The brand narrative and topics we raise in our communication are unique. We really want people to immerse themselves in his philosophy through our products and hopefully it might help them to discover something new within themselves or help them express their true self. And the scent is the perfect tool for that."

In the short-term, the brand is continuing to tread carefully by evaluating and entering different regions, although Asia Pacific is one of the most strategically important.

"Naturally, we have started off with Singapore and will be strengthening our presence here with the niche line and unique emotional campaigns that are coming up," says Bezrukova. "At the same time, our next long-term step will be taken with Japanese precision and for us, the most important part is to partner with market players that genuinely share our passion – or obsession as it's better put – with the brand and that would strive to deliver the right brand message locally."

This year, Millennium Fragrances (Basement 2/2-N01) is launching a new product that is especially adapted to travel retail: Kaloo Pop Airlines, which contains a 50ml Kaloo Pop and a soft toy. "This kit



travels very easy and your children will love their new little friend,” says Priscilla Beaulieu, VP Global Sales and Marketing Director, Millennium Fragrances. “We also want to expand our presence by adding some new brands to our portfolio exclusively for travel retail worldwide: Hello Kitty and Disney. These brands are very attractive because they have a very strong identity. We don’t sell just perfumes, we also sell a part of childhood.”

Another brand exhibiting at TFWA Asia Pacific Exhibition & Conference that has its own distinct character is Penhaligon’s (Basement 2/2-L5). Founded in 1870 by William Penhaligon, the house encapsulates the English idea of a traditional heritage fragrance house, with a focus on creating scented stories. From the original Hammam Bouquet in 1872 (inspired by the aroma of the Turkish baths located next to the founder’s first boutique on Jermyn St) to the latest creations such as Luna in 2016, legacy with a twist is at the core of the history of the house. Penhaligon’s is passionate about ingredients and still manufactures its scents in England using the fine and rare ingredients. Available in its own boutiques and selected stores across the world, Penhaligon’s holds two long-standing Royal Warrants: from HRH The Duke of Edinburgh (granted 1956) and from HRH The Prince of Wales (granted 1988).

Finding artistic ways to stand out is keeping the brand relevant. For the latest addition to its Portraits Collection, Chapter 2, the company collaborated with artist, Kristjana Williams, to create the bespoke Portraits packaging. By interweaving fragments of Victorian engravings with contemporary illustration and colouring, Williams creates magical landscapes filled with exotic creatures that are sure to pique the interest of those who like their fragrances with a dash of culture.

### A proactive approach

Although Etat Libre d’Orange is not yet present in travel retail in the Asia Pacific region, the company is hopeful about the future.

“There is a growing number of retailers opening specific doors to handle our segment of the industry. No doubt this will motivate the travel retail players in due time,” says Mariotti. “Greater China and Korea will then be a point of focus.”

The company is using social media to boost brand recognition, spending considerable time and resources on Instagram and WeChat, with a heavy focus on content in addition to promotions. Sampling is also a key strategy. “The increase in air traffic and passengers would push us to start considering these consumers as regular shoppers and use the same techniques that we would consider on the domestic markets.”

Millennium Fragrances is focused on maximising its shelf appeal to the target market.

“There are a lot of stakes in our business because we are selling high quality products at an attractive price,” says Beaulieu. “We need be appealing for the parents and the children. Thus, we work on the quality

Experimental Crucis is a new fragrance from Etat Libre d’Orange Paris.



“Our tomorrow consumers are digital natives,” says Priscilla Beaulieu, VP Global Sales and Marketing Director, Millennium Fragrances.



LA NOUVELLE EAU DE PARFUM

2-M8 BASEMENT 2





*Millennium Fragrances strives to appeal to children and parents equally.*



for the parents and consider the health aspect for the children, but there is also the need for some magic. Our job is to make children have sparkles in their eyes when they open their Kaloo. It's the perfect 'guilty' gift for business people who are travelling."

The company believes it's a no brainer to push its efforts into travel retail. "This is the field with the most impressive growth in cosmetics," says Beaulieu. "But the most important is to be very active online because our tomorrow consumers are digital natives. Through our actions on social media and our partnerships with e-retailers, we are a part of this new world."

Yohji Yamamoto Parfums believes that catering to the constant quest for newness is an area in which fragrance suppliers can shine. "Travellers are always seeking something new – new products and new

experiences – as they are no longer satisfied with a standard set of goods available everywhere," says Bezrukova. "We believe that travel retail could be that pioneer zone where new things and new ideas should originate."

Having just launched the social media based e-commerce platform yohji.co, consumers have a new place to go to shop for Yohji Yamamoto fragrances, as well as to be immersed in all the latest brand news.

"We are currently working on the idea of an art pop-up that uses an immersive experience to convey what our new fragrance collection is about, using the customer's emotional engagement," adds Bezrukova. "Since we are launching the niche collection that is called DNA, we are playing around six main brand DNA elements as a personal experience. It is still in the works, but we are sure this unusual way of

communicating the brand's identity to customers would definitely maximise the engagement."

It is universally accepted that a brand's growth is severely limited if it lacks an emotional connection with consumers, which is why we root for emotional involvement. We root for storytelling. And we know that developing that sense of belonging and investing in it would enable Yohji Yamamoto Parfums customers to become emotionally connected to the brand.

In terms of what the future holds, Etat Libre d'Orange Paris is championing a vision for the widest choice possible.

"We'll try to plea for a more balanced, therefore rich assortment approach, to be able to answer all travellers/consumers expectations, and consequently promoting the original idea of travel retail rather than just being a price-off destination," says Mariotti. "As a niche industry player, we need to build a comprehensive package that, beyond product offer, will include merchandising solutions, accessibility to product knowledge and training. All of this will be supported by a range of products that can generate a strong offer, but also curiosity to attract new consumers and returning consumers."



*Learn more about the fragrances innovations being presented at TFWA Asia Pacific Exhibition & Conference by visiting the TFWA Product Showcase ([www.tfwaproductshowcase.com](http://www.tfwaproductshowcase.com)). Scan this code to visit the TFWA Product Showcase*




*Les Fleurs du Déchet – I Am Trash is a new fragrance from Etat Libre d'Orange Paris.*



*Yohji Yamamoto Parfums has recently launched with Shilla Duty Free.*





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# More than *skin deep*

*Beauty suppliers are getting under the skin of the latest news and developments in travel retail to ensure they work their way into the hands, and hearts, of shoppers. By Faye Bartle*

*Dr.Ci:Labo is looking forward to working with retailers and partnering with them to set out a roadmap for growth, maximising the potential of Dr.Ci:Labo and Labo Labo in airports and downtown stores in the APAC region and beyond.*



**W**hile economic uncertainty continues to make its mark on businesses across the globe, the lipstick effect is helping the beauty category to hold its own, with a selection of suppliers in travel retail experiencing positive growth in the channel.

“Our strategy for travel retail is to continually invest in marketing and brand development to accelerate growth,” says Philippe Lesné, President and CEO, Shiseido Travel Retail (Level 1/1-T8). The company cuts an impressive path. In 2018, Shiseido Group’s eight core brands achieved +114.8% growth (vs 2017), with prestige brands such as SHISEIDO, Clé de Peau Beauté and NARS leading the way for growth. In travel retail, there has been a +40% growth in 2018 compared to 2017. The Group’s success is, of course, aided by

its global Centres of Excellence in digital, make-up, skincare and fragrance, as well as a new Global Innovation Centre in Yokohama, Japan. “We are always offering our consumers new and exclusive brands and products, by working closely with our key partners in the industry to push forward this agenda,” says Lesné. “For example, we recently added entry-prestige Japanese skincare brand, Elixir, into our travel retail portfolio, with an exclusive launch in Bangkok’s Suvarnabhumi Airport, in collaboration with King Power International.”

Dr.Ci:Labo (Level 1/1-P11) is investing heavily in the channel, aided by its full acquisition by Johnson & Johnson. “This brings a wealth of opportunities for the brand,” explains Philippe Gueulet, International

Commercial Director, Dr.Ci:Labo. “The acquisition enables Dr.Ci:Labo to leverage the expertise and spirit of innovation of Johnson & Johnson’s health and beauty products to reinforce a competitive edge. Having Johnson & Johnson as our parent company also provides us with solid knowledge on health and beauty consumers around the world.”

Dr.Ci:Labo is actually the first Johnson & Johnson brand to enter the travel retail arena.

“As Japanese beauty culture is blossoming internationally and J-brands are gaining traction with travellers around the world, now is the time for Dr.Ci:Labo to invest in the travel retail channel. The brand has already proven a hit in a number of downtown duty free locations, and the next step is to strengthen





◀ Retailtainment is key to L'Oréal Travel Retail Asia Pacific's success – an example of which is when Lancôme launched its "Wish Big" Chinese New Year pop-up this year at King Power Rangnam.

our relationships with key retailers and further this expansion into more downtown and airport stores."

Labo Labo, the line for younger consumers, is currently leading the way in travel retail due to its unique product proposition and strong brand awareness among Chinese consumers on social media platforms. "Therefore, our brand focus will be to continue to develop Labo Labo and to capitalise on the untapped potential of Dr.Ci:Labo," says Gueulet.

Looking to Asia Pacific specifically, the outlook is bright. "We are optimistic about travel retail in Asia Pacific,

as Chinese travellers continue to fuel the growth," says Emmanuel Goulin, Managing Director of L'Oréal Travel Retail Asia Pacific (Basement 2/2-D19). "The number of Chinese travellers in the region should nearly double in the next three years, bringing a diversification of travel destination and purpose. Travellers from tier 2-4 cities have strong outbound growth to Thailand, Vietnam and Malaysia with shopping as their core motivator, while travellers from tier 1 cities travel to Japan, Australia and new exotic places, willing to spend more on premium products."

L'Oréal is ideally positioned to seize the opportunity with its diverse brand portfolio that addresses Chinese traveller's needs, from luxury (Lancôme, YSL, Giorgio Armani and more) to more accessible brands (L'Oréal Paris), as well as dermocosmetics (Vichy and La Roche-Posay) and haircare (Kérastase). Its click-and-collect service makes shopping quick and easy at the airport, while travel retail exclusive sets deliver relevance and differentiation, and immersive events and pop-up stores bring the drama.

"Travel retail customers, including those in Asia, are looking for experiences and products that they cannot find downtown on the high street," says Neil Ebbutt, Director - Travel Retail, Rituals (Level 1/1-S8). "They are becoming more sophisticated and savvy in their attitudes toward shopping, demanding much more. It's no longer about price discounting, it's about providing customers with something that creates a lasting memory and added value – be it personalised products, exclusives or memorable experiences."

Rituals, which has recently opened its biggest-ever travel retail store at Toulouse Airport, is drawing on its brand heritage, inspired by the wisdom and ancient traditions of Asian culture, to propel it forward. Offering an extensive collection of home and body products designed to help customers slow down and find happiness in the small things in life, the brand is scaling up responsibly.

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Rituals has relaunched *The Ritual of Karma* collection ahead of summer to include new products that are ideally suited for holiday travellers to purchase.

"A key focus for this year is to build foundations to convert the Asia opportunity, building on some major successes in the key Hong Kong downtown department store market," Ebbutt comments. "We are making major investments in the region – setting up an office and opening up a warehouse facility in Hong Kong – so we are building the organisation to give us a growth platform in the region. The local presence will help us create awareness for the travel retail business."

### The wellness market

Eu Yan Sang (Basement 2/2-E26) currently straddles a few different categories – beauty, health foods and gifting. Hence, it considers itself in a category of its own: health and wellness. "This category presents a great opportunity when you consider that the wellness market is worth US\$4.2 trillion globally per year. Travel retail needs to tap into this," says Tonya Tan, Group Business Development General Manager, Eu Yan Sang International, which has a 139-year heritage and operates over 180 retail outlets and 28 clinics in Asia. "Wellness and self-care is an important consumer trend and it's also changing the way people travel," she continues. "According to the Global Wellness Institute, wellness tourism gained US\$639 billion in 2017, and Asia has been the fastest-growing region in both the number of wellness tourism trips and expenditure. We foresee this growing faster in the years to come, as it lies at the intersection of two booming industries: the



US\$2.6 trillion tourism industry and the US\$4.2 trillion wellness market."

The statistics certainly inspire confidence. According to Eu Yan Sang, China tops the growth for the number of wellness trips taken worldwide, and Chinese traveller numbers and spending power are also growing rapidly. "All these factors, coupled with beauty- and health-conscious Asian consumers, amplifies the opportunities that the health and wellness category has in travel retail, and we are well-positioned to help drive the travel wellness movement as an important, new category in the channel," asserts Tan.

Unilever International Travel Retail's (Basement 2/2-J27) focus on AHC for the ASPAC region is a given, with

its popularity among Chinese and Korean consumers. "It's a very attractive brand to add to our skincare portfolio for Asian consumers," says Rosalyn Frayna, Business Development & Marketing Manager, Unilever International Travel Retail. "AHC is set for global expansion, and it has already gained a listing outside of the ASPAC region in Doha Airport. The domestic market and travel retail go hand in hand for AHC, and our key products include the Eye Cream for Face, Hydra B5 range and, of course, the masks."

Already available in airports in Europe, Murad has an extensive product portfolio that addresses common skin concerns, and is suitable for every age, skin type and environment. "Skincare is huge in Asia

*Unilever International Travel Retail returns to TFWA Asia Pacific Exhibition & Conference this year, where it is highlighting the Murad range of efficacious and results-driven beauty products, which is believed to have huge potential for the ASPAC travel retail market.*





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and with the ever-increasing demand for cruelty-free products, which are unavailable in the mainland China channels, we predict that Murad will be highly sought-after,” says Frayna.

Another brand that’s ready to expand into Asia Pacific is MAVALA (Basement 2/2-K1). Long established in domestic markets such as Hong Kong, South Korea and Japan (since 1976), Indonesia, Australia (since 1961) and New Zealand, it is a go-to brand for nail and skincare solutions. “Our immediate focus is to gain visibility and awareness, both in domestic markets and in travel retail in finding selective distributors for Thailand, Philippines, Malaysia, Singapore and more, but also to develop travel retail which is the perfect window to our global world,” says Doris Maute Bobillier, CEO, MAVALA International S.A. “All MAVALA products are technical products, yet, self-explanatory thanks to clear descriptions on the products themselves, as well as comprehensive brochures and product prescribers. This makes them easy to be sold in travel retail without any beauty consultants’ advice.”

### A glowing selection

The choice in travel retail is getting bigger and better by the day. “Travellers today are more sophisticated and globalised,” says Applelynn Teo, AVP – Design & Merchandising, Banyan Tree (Level 1/1-P8), which is looking to increase its retail presence from inflight duty free sales to travel retail spaces through more collaborative partnerships with airlines and duty free operators. “They have high spending power and are more selective with what

Eu Yan Sang’s bird’s nest drinks, known as the “caviar of the East”, are highly nutritious and, when taken regularly, can help improve the function of the lungs, as well as enhance the complexion.



Banyan Tree aims to inspire moments of wellness for travellers.



they buy, being equipped with diverse knowledge and information from digital media.”

Famous for its mindfully-designed properties around the world, Banyan Tree specialises in creating spaces for people to make time for self-care. Its product line, inspired by the treatments available at Banyan Tree Spa, are an extension of that, allowing people to continue the wellness journey back home. “We are continuously working towards curating suitable products that inspire moments of wellness for travellers, and will hopefully be offering inflight amenities soon, as an extension of the Banyan Tree experience,” says Teo.

Another brand on the radar is Eau Thermale Avène, which is highlighting its dermo-cosmetics for sensitive skin to consumers in the APAC region. “We see an increasing demand for the ‘click & collect’ service among travellers in the APAC region, and we will provide exclusive offers that are available in multi-channels,” reveals Ni-ling KUO, Travel Retail Manager & New Territory Development, APAC Region, Pierre Fabre Dermo-Cosmétique APAC (Level 1/1-U12). “The communication will be extended to reach consumers before they plan their purchase – it is important to reach them at this stage and to offer more samples and sizes that are easy for travelling.”

Rituals’ introduction of its new travel exclusive sets comprises an important part of its strategy to reach consumers at all touch points on their journey. “By offering our best-selling Rituals in a travel-friendly format, customers are able to try and become familiar with our products which allows us to build loyalty and drive repeat purchases from across our lifestyle product offering,” Ebbutt explains.

During TFWA Asia Pacific Exhibition & Conference, Eu Yan Sang is launching a new travel retail exclusive range, with a contemporary and premium redesign of its best-selling range of products and gifts. “Health and wellness have seen exceptional growth over the past few years, and now that consumers are embracing overall healthier lifestyles, these behaviours are being integrated into their travel habits,” says Tan. “Whether consumers are looking to combat the effects of jetlag and fatigue, boost their immune systems while travelling, or are simply shopping for a thoughtful gift, the demand is there, and we are being handed a great opportunity.”

Dr.Ci:Labo’s core customers, women aged 25 to 56, are savvy about skincare with sophisticated skincare



needs, such as whitening, anti-ageing or skin renewal. Labo Labo products are aimed at young women aged 18 to 34, who require the best products at an affordable price point, for the primary skincare needs such as pore minimising. There is a selection of travel retail exclusives to pick from. "For Labo Labo, we currently have pouch sets in Korea travel retail and we are working on developing travel retail exclusive products, including sets containing the Labo Labo Keana Lotion in 100ml and 200ml," says Gueulet. "From Dr.Ci:Labo's anti-ageing line, special formats and multipacks are available for Dr.Ci:Labo Aqua Collagen Gel Super Moisture and Enrich Lift EX. Travel retail exclusive anti-ageing sets for eyes and jumbo formats are in the pipeline for Dr. Ci:Labo. We're also looking at special multipacks for Super100 Series Epidermal Growth Factor (EGF), a very sought-after product among Chinese consumers."

### Beauty and the beach

Tapping into the travelling mindset is helping to ensure brands are on point when it comes to building customer affinity.

"Staying relevant to our consumer is important and effective in Asia Pacific," says Goulin. "Chinese New Year is a big festivity for Chinese travellers and it has become a ritual for our brands to celebrate the New Year with Chinese travellers. Lancôme had a successful Chinese New Year pop-up in 2018, thus, this year we returned to King Power Rangnam. We pushed the retail experience by offering an interactive LED installation that extends up to the atrium ceiling, surrounded by floating lanterns, and we had fantastic brand engagement with our customers."

And while there are some market uncertainties that are affecting business, the forecast is far from gloomy. "With Asia – and the Chinese market, in particular – being our strongest growth driver, we are conscious

MAVALA products are developed, manufactured and controlled in its own laboratories in Geneva, Switzerland and include nail care, nail polish, hand care, eye care and beauty, skincare and beauty, and foot care, either presented individually or in gift pouches.



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▲  
The SHISEIDO Ultimune Eye Power Infusing Eye Concentrate strengthens while boosting brilliance around the eyes. It contains ImuGeneration Technology that protects the skin from within thanks to a 24-hour moisturising formula that prevents ageing. It includes the Smoothing Defense Complex, which protects the delicate skin around the eye area from multiple types of skin damage, such as roughness, wrinkles, dark circles, puffiness and loss of resilience.

“The core categories have been an effective way of helping shoppers and managing contracts, but there’s an argument to be made that limiting multi-brand environments very strictly to specific product types can also be restrictive,” says Ebbutt. “For a lifestyle brand like ours – and others which span cosmetics, fashion and accessories – a standalone space becomes a necessity for delivering a true brand experience. We would certainly advocate for a rethink of how traditional approaches to duty free, in terms of segmentation and space utilisation, might be improved – allowing brands to offer more complete, immersive experiences.”

Rituals is looking to open 25-30 airport standalone stores over the next five years. “Ultimately, there is only so much of a brand philosophy that can be communicated through individual gondolas and wall bays compared with a full retail experience in a large standalone store,” argues Ebbutt. With soothing sakura trees, fresh tea, and hand and arm massages on offer, it’s easy to understand why.

“Conversations and collaboration between retailers, brands and landlords continue to be important,” agrees Lesné. “For us to drive category growth, all stakeholders have to be involved, and be aligned in their commitment to explore and implement new methods of engaging the consumers. Already, the beauty category is leading in terms of experiential marketing, but we are only able to do so with help from our key partners.”

Shiseido Travel Retail’s attendance at key industry events over the last 12 months has made it clear how data sharing is high on everyone’s agenda. “Understanding our consumers better would result in more successful activations, as well as targeted

product launches that will generate spend and drive category growth,” says Lesné. “So, it is very promising to see these data-specific conversations happening more and more.”

A shift towards sustainability is also working its way onto the agenda. “There is a lot of attention towards packaging to ensure products such as gift sets are presentable, durable and weatherproof. However, this may result in an increase of single-use and non-biodegradable materials,” warns Teo. “Creating a shift in mindset as to how products should be offered or presented in view of the environmental concerns would help in fostering a more sustainable growth in businesses.”

“As with all categories in travel retail, suppliers need to be mindful of sustainability and the way this is shaping consumer choices,” agrees Ebbutt. “We also need to be aware of the threat – and opportunity – posed by digital channels. We’re fortunate in travel retail to be able to offer a personal touch and a form of engagement which simply cannot be matched online, but that doesn’t mean we can be complacent or ignore the convenience which digital offers. We need to embrace it – offering an omni-channel journey that enriches the in-store experience with digital touch points.”

As Goulin summarises: “The main challenge for the three partners of the trilogy is to work together to elevate customers’ shopping experience before, during and after their journey. This should be our common obsession, and will not happen without better data sharing, which is key for our industry to remain competitive. Integrating more data in the purchase experience is key. We will serve our consumers better only when we know them better.”



Learn more about the skincare & cosmetics innovations being presented at TFWA Asia Pacific Exhibition & Conference by visiting the TFWA Product Showcase ([www.tfwaproductshowcase.com](http://www.tfwaproductshowcase.com)). Scan this code to visit the TFWA Product Showcase

of any threats to Chinese consumer confidence,” says Lesné. “Any factors that influence purchase decisions for Chinese consumers, will ultimately impact business. As a result, we are ensuring that our marketing investment is strategically aligned to what appeals to our target consumers. For example, we leveraged major influencers like Zhang Ziyi, a Chinese actress who is very popular among the Chinese, as Clé de Peau Beauté’s brand ambassador in late-2018.”

“Political uncertainties such as trade tensions between the US and China could destabilise global markets, which also affects consumers’ ability and willingness to spend,” warns Lesné. “Thus, it is very important to work closely with airports and retailers within the Trinity, to share data on consumer trends and behaviour, so that we are better able to anticipate and respond to changes.”

Eu Yan Sang believes that the most important conversations are happening between the forward thinkers and risk takers. “Trinity members who are actively looking at identifying new growth opportunities, and those who are bold enough to seize them,” says Tan. “Travel retail is a very dynamic environment, it is constantly evolving with travellers’ ever-changing needs. Being able to identify these needs and focus on how we can meet them in a meaningful way is key to staying relevant. The opportunities presented by the health and wellness category are boundless, but we cannot deliver this growth potential on our own. We need forward-thinking and like-minded partners.”

Speaking of which, an important topic that needs to be addressed and discussed between the Trinity is the need to challenge the traditional ‘core category’ segmentation, and find new ways to foster brands that span multiple categories.



▲  
Pierre Fabre Dermo-Cosmétique is showcasing Eau Thermale Avène, with its dermo-cosmetics for sensitive skin, to consumers in the APAC region.



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**Toacker**



## 'Learn Through Play'

Parents are increasingly looking for products which are not only fun and (in the case of confectionery) tasty, but which also contribute to child development.

Nestlé International Travel Retail (Basement 2/2-K29) has taken that onboard in recent years, using child development insights to innovate with purpose. "We have introduced a very specific learning archetype scoring system that guides parents through appropriate gift selection, whether their child is a 'thinker', 'dreamer' or 'creator'," explains Stewart Dryburgh, General Manager, Nestlé International Travel Retail. "Icon colour coding on wobblers, shelf strips and risers can be incorporated into merchandising units, gondolas and wall bays, enabling parents to see, at a glance, which Smarties items meet their child's specific preferences. The shelf riser graphic strips are interchangeable and each incorporates the Smarties logo and call to action: 'Learn Through Play'."

Indeed, Smarties continues to spark the imagination, encouraging and inspiring children and the child in all of us via its 'Learn Through Play' tag line. New for this year is the Smarties Music Creator, which acknowledges the importance of active and imaginative play in children's development by offering them the opportunity to learn creatively through a quality recorder and music sheet. The pack also includes a 38g hexatube of Smarties.

"The majority of our travel retail products are exclusive to the sector," Dryburgh adds. "We believe it is vital to offer travellers items that are different to anything they can buy on the domestic market, while at the same time offering the confidence of globally known and loved brands. Parents buy for two main reasons in travel retail – gifting or to keep a child amused while travelling. We are very conscious that products offered within travel retail need to meet these purchasing motivators and must offer real added value through concepts that inspire play, learning and fun."



The Smarties Music Creator acknowledges the importance of active and imaginative play in children's development by offering them the opportunity to learn creatively through a quality recorder and music sheet. The pack also includes a 38g hexatube of Smarties.

# Creating fun moments for children

*An abundance of innovation is taking place in the vibrant children's items category, with myriad new products being launched this week at TFWA Asia Pacific Exhibition & Conference. Here, we explore developments at some of the key exhibiting brands. By Ross Falconer*



At TFWA Asia Pacific Exhibition & Conference, Aurora is launching 88 new SKUs for its YooHoo Plush line, including 5-inch and 8-inch sizes of the seven main and 26 secondary characters from the new YooHoo Netflix series, 'YooHoo to the Rescue'.

## Destination merchandise trend

Aurora World (Basement 2/2-G6) is noticing a real trend for destination merchandise. Very recently, it launched a new plush character named "Travelling Ted", in partnership with DFDS Ferries. "A unique and very cute teddy bear who optimises travel, and especially nautical travel, "Travelling Ted" is an ideal travelling companion for young and old alike," says Garry Stoner, Travel Retail Sales Manager, Aurora World.

The company also partnered with Singapore Changi Airport for a series of special promotions showcasing the tokidoki range of soft toys and other merchandise. These include limited edition tokidoki and Changi Airport travel gifts, including a passport cover, travel packing cubes, matching mother/daughter bags, and a very special free tokidoki/Changi Airport cabin-sized luggage bag which is available to passengers spending a minimum of S\$688 in the airport.

"Last year we collaborated with Tallink Silja to create special destination themed products for the Baltic cruise and ferry operator," Stoner adds. "An 18cm Puppy and Cat from Aurora's popular 'Sparkle Tales' collection were personalised for Tallink Silja by adding sailor costumes and company logos."

At TFWA Asia Pacific Exhibition & Conference, Aurora is launching 88 new SKUs for its YooHoo Plush line, including 5-inch and 8-inch sizes of the seven main and 26 secondary characters from the new YooHoo Netflix series, 'YooHoo to the Rescue', plus 14 SKUs of Plush Keychains and eight SKUs of Mini Sacks.

"Following a 10-year legacy that has seen YooHoo plush sales exceed 80 million units, the brand has become a key component of Aurora's global travel retail offer," Stoner explains.

Another brand-new addition is Shaun the Sheep. Aurora has the majority global rights to plush for the brand and is introducing a collection to buyers in Singapore.

Meanwhile, this year also sees Aurora showcase its Sparkle Tales range that has been greatly extended for 2019 due to its rapid growth. "With nearly 100 SKUs, the range has seen exceedingly strong sales and with plans to launch an additional 40+ styles later in Q3, the future is looking very promising," Stoner adds.



MosquitNo has a number of products that are suitable and/or specially for children. For example, in the 'lighter' series it has children's bracelets and stickers.



## Fashionable and trendy

MosquitNo (Basement 2/2-G01) has a number of products that are suitable and/or specially for children. For example, in the 'lighter' series it has children's bracelets and stickers.

"The stickers can be stuck on the side of the bed, on a backpack, socks, etc.," explains Etienne Hendrickx, Director, MosquitNo. "Also, for more juvenile kids we have the nano bracelet that is very fashionable and trendy, and lasts 21 days. The MosquitNo cosmetics are also very suitable for kids over 3 years, and especially recommended by the World Health Organization since they do not contain the toxic substance DEET."

Hendrickx adds that when retailers use, for example, the MosquitNo permanent stand to display products, success is achieved. "So, it's an important play between consumer/retailer/supplier to ensure the maximum level of success."

## "Fun and hands-on experiences"

LEGO (Basement 2/2-G28) is bringing a lot of new and exciting products to TFWA Asia Pacific Exhibition & Conference. One of the highlights this year is 'The LEGO Movie 2' product launch, which offers something for the entire family – from a LEGO DUPLO set for the youngest of builders, to LEGO System sets for boys, girls and even adults. The collection leverages the entire LEGO System of Play, featuring minifigures and minidolls, to enable fans of all ages an opportunity to recreate the action and adventure of the film.

"We are very happy to see increased interest in the toy category from travel retail," says Lise Dydensborg, Travel Retail Marketing Manager, LEGO. "Many travellers are looking for a gift to bring home for a child or grandchild after a business trip or vacation, or simply to entertain the child travelling with the shopper. We offer an assortment targeted towards children of all ages, at a wide range of price-points ideal for gift-giving. In addition, we want to ensure that families travelling with children get the opportunity to engage with our brand by expanding our in-store offerings with fun and hands-on experiences."

Packaging is an extremely important tool for LEGO. It is where the LEGO model comes alive, communicating the many details and play value of the product.

"We update our assortment throughout the year, led by two major novelty launches in January and June," Dydensborg explains. "Due to this, shoppers and consumers always have a good reason to visit the LEGO shelves during their stay in airports or on cruises. In addition, we strive to provide an extraordinary shopping experience with our LEGO stand-alone stores providing the shopper and the kids a hands-on experience and access to hard-to-find items."



LEGO is bringing a lot of new and exciting products to TFWA Asia Pacific Exhibition & Conference. One of the highlights this year is 'The LEGO Movie 2' product launch.

## The 'fun' factor

Year-on-year, Perfetti Van Melle (Basement 2/2-E29) sees that kids' gifting is growing in the sugar confectionery sector. "We have always been very focused on developing kids' items that include an activity and which are reusable items," explains Femke Van Veen, GTR Marketing Manager – Perfetti Van Melle. "Of course, the candy is an essential part of it, but we focus on portion snacking for children. We see that this is more and more a requirement within the industry. Our focus is to create a fun moment for children which is not only about candy but a fun experience."

Perfetti Van Melle is introducing several new products at TFWA Asia Pacific Exhibition & Conference, including Lollipop Memphis Design MegaChup – a limited edition giant chup consisting of 15 fruit flavoured lollipops, and Hello Kitty Chupa Chups Markers – a line extension to the Chupa Chups Smurf Marker and perfectly-suited to the Asia Pacific region given the huge popularity of the Hello Kitty brand.

"All our items are exclusive to travel retail – this is a crucial part of our portfolio," says Van Veen. "We want to give the traveller something special they cannot find in the domestic market; a product that's a perfect fit for the industry and the channel. As a result, today we also focus closely on the products required within different travel retail channels. For example, we continue to focus on kids gifting, but also create different packaging for border stores that better meets traveller needs in this channel."

Perfetti Van Melle's designs are usually centred around the 'fun' factor and are usually very colourful. Indeed, one of its most important tools is visibility. As confectionery gets travellers in the store, high visibility within the confectionery area is a must.

Perfetti Van Melle is introducing Hello Kitty Chupa Chups Markers – a line extension to the Chupa Chups Smurf Marker and perfectly-suited to the Asia Pacific region given the huge popularity of the Hello Kitty brand.



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TFWA

ONE2ONE  
MEETING SERVICE

# ONE2ONE meeting service

The ONE2ONE dedicated meeting service at TFWA Asia Pacific Exhibition & Conference provides a tailor-made opportunity for retailers, exhibiting brands, and service concessionaires to meet with senior executives from the region's airports and airlines, as well as those from cruise & ferry companies. Here, we preview the participation of Hangzhou Xiaoshan International Airport and Bhutan Airlines (Tashi Air Co. Ltd).

## ONE2ONE with: Hangzhou Xiaoshan International Airport

Hangzhou Xiaoshan International Airport has an expansive variety of retail product offers for travelling consumers. There are over 240 renowned international brands and 7,000 products available in its airport duty free stores.

"These include Chinese and import liquor and tobacco, import perfumes and cosmetics, premium boutiques, gourmet products, and other general merchandise," explains David P.W. Jea, Deputy General Manager, Hangzhou Xiaoshan International Airport. "In our domestic terminals, there are a host of other stores carrying heritage and local specialty products."

The bestselling categories in recent years are cosmetics and tobacco products, especially in the duty free segment. Proportionally, the demand for these popular product categories is appropriately reflected in the amount of space allocated. "However, to tap further into the vast potential of the retail business at the airport, expansion initiatives must be undertaken in keeping with the significant growth of passenger volume," says Jea. "The construction of Terminal 4 is proceeding smoothly for commencement of operations in 2022. The new terminal will ultimately add 50 million passengers to the airport's capacity, and will include a retail area of over 40,000sqm."

New retail developments recently completed at the airport include the renovation and refurbishment works of the CDF duty free stores in the international terminal. Also in mid-2018, over 50 stores in Terminal 3 completed their fit-out works after a new round of tenders. Several medium-scale store fit-out works are proceeding, representing ongoing initiatives to enhance the quality of the retail environment in the terminals.

Hangzhou Xiaoshan International Airport has a progressive strategy to maximise commercial revenues. "Evidence at our airport indicates a strong correlation of revenue growth to the creation of an immersive shopping experience for passengers, replete with an attractive retail environment, trendy and stylish stores, and a variety of products at reasonable price-points for all types of customers," Jea comments. "Of course, knowing who your customers are, providing what they want, and conducting effective retail planning works are also conducive to a positive retail business outlook."

The airport's key objective in the ONE2ONE meetings is to increase its exposure globally by introducing Hangzhou City and its airport to well-known brands around the world. "The primary focus is, of course, to highlight the ongoing Terminal 4 development, which will become operational by 2022, generating a significant amount of retail potential," Jea adds.



The primary focus for Hangzhou Xiaoshan International Airport in the ONE2ONE meetings is to highlight the ongoing Terminal 4 development, which will become operational by 2022, generating a significant amount of retail potential. ▲



▲ In mid-2018, over 50 stores in Hangzhou Xiaoshan International Airport's Terminal 3 completed their fit-out works after a new round of tenders. Several medium-scale store fit-out works are proceeding, representing ongoing initiatives to enhance the quality of the retail environment in the terminals.

▼ Nordhen Choden, In-flight Duty Free Manager, explains that the Bhutan Airlines SkyShop includes categories such as perfumes, cosmetics, jewellery, watches, sunglasses, electronic gadgets, and liquor.



## ONE2ONE with: Bhutan Airlines (Tashi Air Co. Ltd)

The current retail offer of Bhutan Airlines (Tashi Air Co. Ltd) includes categories such as perfumes, cosmetics, jewellery, watches, sunglasses, electronic gadgets, and liquor.

"For the expansion of our airline retail offer, we are trying to establish more contacts who deal with inflight duty free products, in order to add more product choices of different brands to meet customers' demand," explains Nordhen Choden, In-flight Duty Free Manager, Bhutan Airlines (Tashi Air Co. Ltd).

The airline's strategy to maximise retail revenues involves sourcing the most popular items onboard, which have high demand, and the ONE2ONE meetings taking place at TFWA Asia Pacific Exhibition & Conference are an ideal opportunity to further meet this key strategic aim.

"Our main objective in the ONE2ONE meetings is to understand more about how the duty free & travel retail industry works in the Asia Pacific region," Choden adds. "From there, we would like to have discussions with key stakeholders during TFWA Asia Pacific Exhibition & Conference."





## Diverse range

**S**corpio Worldwide will showcase a variety of brands at TFWA Asia Pacific Exhibition & Conference. These include two Revlon Kiss Plumping Lip Crèmes and Free Colorstay Nude Lipliner. Revlon Kiss Plumping Lip Crèmes provide a smoother and fuller lip, with a refreshing cooling sensation for an instant plumping effect. The product has a creamy formula with a glossy shine finish.

Also new is Revlon Kiss Cushion Lip Tint, which delivers a soft natural flush of colour with a soft cushion tip applicator. It is said to combine the look of a stain with the comfort of a balm in four luscious shades. Meanwhile, Matte is Everything by Super Lustrous is a super soft matte lipstick that comes in four bold shades.

Scorpio Worldwide is also presenting Elixir, the latest fragrance from Roja Parfums. Elixir Pour Femme Essence De Parfum 100ml is accompanied with a free 7.5ml refillable travel atomiser worth \$50, making it a travel retail exclusive.

**Basement 2/2-D9**

## Rich history

**V**ina Concha y Toro has unveiled its first-ever travel retail exclusive range from iconic wine brand Casillero del Diablo. The 'Route of Cabernet Sauvignon' range features three distinct Cabernet Sauvignons from three wine-growing valleys in Chile, taking consumers on a tasting journey all the way to the Devil's Cellar in Pirque, where the legend of Casillero del Diablo began.

The Route of Cabernet Sauvignon comprises three different aging methods to produce three distinct and exceptional wines. The range includes Maule, which is aged in French and American oak barrels for 10 months. This Cabernet Sauvignon is very well structured, with a pronounced character and flavours of plums and black cherries.

Rapel is aged for 12 months in French oak barrels and foudres. Aromas of toasted cassis, cedar and blackberry, with hints of black pepper and a delicate, almost silky texture, are framed by soft tannins.

Maipo has 16 months of aging in a combination of French oak barrels and 5,000-litre casks, creating a wine that combines the purity of fruit with seamless oak integration.

**Basement 2/2-H34**



## Popping up

**H**anse Distribution is debuting the Pokito pop up cup at TFWA Asia Pacific Exhibition & Conference. Ultra portable and super safe, the cup features a spill-proof lid and bonded insulation, is easy to clean and dishwasher-proof, and is reusable hundreds of times.

The Pokito reusable coffee cup collapses to 4.5cm, meaning it is compact and won't clutter your bag, briefcase or glove compartment. Weighing just 100g, it's perfect for camping and when you need to travel light.

Pokito is versatile and pops up into three sizes: grande (475ml), medio (350ml), and espresso (230ml).

The sustainable cup is tough and insulated with built-in heat protection, is tough to topple, and is readily recyclable, making it eco-friendly.

**Basement 2/2-A7**



## Romantic femininity

**N**UXE is reinventing its iconic oil with the creation of Huile Prodigieuse Floral, a fresh and luminous olfactory experience celebrating sweet and romantic femininity. This iconic product, with seven precious botanical oils, infuses skin and hair with lasting moisture, with a unique dry touch. Its natural formula is now available in two different fragrances.

Huile Prodigieuse Floral is a sensual fragrance. The bright bouquet of floral notes includes blossoming magnolia. This floral heart comes together with an enveloping base of white musks and zesty citrus top notes. It also features orange blossom, the signature note in Huile Prodigieuse, but with a fresh take enhanced by the addition of Essence of Petitgrain.

Huile Prodigieuse Floral features the same natural composition as the classic version, which has demonstrated its ability to nourish, repair and beautify skin and hair. Its unique dry oil texture is identical to the original version to ensure a silky feel on the skin and a non-oily finish.

**Basement 2/2-H9**





## Standout style

**F**urla will be showing highlights from its Pre-Fall 2019 collection at TFWA Asia Pacific Exhibition & Conference. The Furla Men's Pre-Fall 2019 collection reflects the personality of today's modern man, and the style of the bags he chooses for work and leisure. The collection shows references to nature – the highest mountain chains, and to modern city skylines with their towering skyscrapers in glass and steel.

A standout style from the men's collection is the Furla Ulisse line, the iconic back pack which has been re-imagined in new materials and shapes. The new defining element is the Furla Grid – the ultra-resistant, PVC-coated canvas with Furla's geometric pattern. The women's collection combines elegance with functionality, with new construction technologies highlighting the bonds with nature. In Singapore, buyers will be able to see the Furla Fantastica bag, with its sophisticated and rounded shape making it the perfect handbag for casual, everyday wear.

**Basement 2/2-J22**



## Marvellous fragrances

**A**pple Beauty is introducing new Disney and Marvel character fragrances and gift sets under the Petite Beauté brand. Petite Beauté houses children's products in elaborately-designed gift set packaging with beautifully-designed merchandising themed displays.

This season, new product updates and releases are being introduced at TFWA Asia Pacific Exhibition & Conference for Captain Marvel, Marvel Avengers, Frozen, Tsum Tsum and Disney Princesses.

Apple Beauty is introducing the new, and first-ever, Captain Marvel fragrance for her. The bottle is crystal-quality glass, jar-like, reminding of childhood vintage objects. The shape is modernised and topped with a metallic gold Captain Marvel 'Compass seal' cap on top. The box packaging features the main character uniform colours of red and navy blue, with the character logo and a metallic gold accent. The Eau de Parfum holds an energising scent with intricate floral details.

**Level 1/1-Q17**



## Contemporary design

**L**uxury lifestyle brand Paul & Shark returns to TFWA Asia Pacific Exhibition & Conference with its latest exciting collections that summarise the two key concepts representative of the brand: performance and heritage. The collection represents the ideal combination of contemporary design, high quality materials, great technological research and extreme attention to the history of the company.

Paul & Shark is also proud to announce special capsule collections created through collaborations such as Nick Wooster and LQK Studio.

Two main pillars of the collection are TYPHOON 20000 and ALWAYS. Thanks to the ultra-soft membrane, TYPHOON 20000 prevents drops of water from penetrating the fabric, yet allows for maximum breathability and comfort. TYPHOON 20000 in its LITE, TWILL and MICRO versions, marks a technical innovation with a high level of functional performance.

ALWAYS is a carry-over project that manifests all the Italian brand's long history. The timeless garments embody Italian expertise and the unique style of Paul & Shark.

**Basement 2/2-D11**



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## Everyday indulgence

**G**uylian's Master Chocolatiers have created a new product range, using only sustainable cocoa. The range includes a selection of six different Guylian Belgian Chocolate Bars with 4 x 25g individually wrapped Mini Bars. Each bar is embellished with the iconic Guylian Sea Horse, and as they are individually wrapped, you can enjoy a deliciously fresh chocolate experience every time.

They are ideal whether you're looking for a gift, an easy-to-share bar to enjoy with loved ones, or an everyday treat for yourself.

The six different flavours include: Creamy Milk, Hazelnut, Intense Dark, and Salted Caramel. The range also features two flavours, Milk and Dark, with reduced sugar content, using stevia-based sweeteners.

Every time you buy Guylian's Belgian Chocolate Bars, you are supporting both Project Seahorse, which aims to save seahorses and our oceans, and Project Cocoa, which supports cocoa farmers.

**Basement 2/2-H26**



## Colour care for hair

**M**oroccanoil is focusing on its latest innovations for colour-treated hair at TFWA Asia Pacific Exhibition & Conference. Its newest product offering is the Moroccanoil Protect & Prevent Spray.

This weightless leave-in conditioner shields colour against daily damage, preventing brassiness and fading. Sunscreens protect against UV rays, while a blend of antioxidants help neutralise free radicals generated by environmental stressors. It protects against thermal damage from hot tools, while harnessing the power of ArganID micro-encapsulated technology to repair and seal the cuticle.

Protect & Prevent Spray is part of the Moroccanoil Color Complete Collection, a revolutionary 360-degree approach to colour care.

In 2019, the Moroccanoil team is continuing to work closely with existing partners on aligned strategies to further strengthen overall sales volume, enhance brand awareness and open new points of sale/points of distribution to further engage the travel retail customer.

**Level 1/1-S16**



## Revolutionary and stylish

**L**acoste is introducing INFINI-T – the new men's leather goods collection, which captures solar energy. Designed for hands-free and carefree travelling, this new urban capsule collection is an intense combination of technology and style.

The collection, consisting of a backpack and a belt pouch, is designed to be smart and environmentally-friendly to meet today's everyday roaming needs: moving while staying connected. These two models are equipped with a solar panel system coupled to an induction charging battery which converts light into energy, an innovative technology that allows a smartphone to be recharged wirelessly simply by contact with the solar battery. For unpredictable weather conditions, Lacoste also incorporates a USB cable to cope with a lack of light and a waterproof protective pocket in case of rain.

This cutting-edge technology fits perfectly with the minimalist design of the two products, which stand for lightness and practicality both in the choice of their material – polyester – and in the functionality of their details.

**Basement 2/2-K23**



## Inspired jewellery

**T**OUS is showcasing its Spring/Summer 19 jewellery collection at TFWA Asia Pacific Exhibition & Conference. Inspired by the longevity of a jewel, the collection focuses on the origins of the jewellery profession and the creation of lasting pieces that are kept, restored, repaired or inherited and are enjoyed over and over again by generation after generation.

The SS19 line features jewellery made from pearls, rose gold vermeil, gold vermeil and sterling silver. Highlights include the Straight Collection, which aims to unite urban, ethnic and cultural tribes and groups through the use of gemstones, and the Tartan collection – born from combining craftsmanship and new technology such as 3D printing and meticulous manual enamelling.

Other collections include the Mabe Pearl, a yellow gold collection which revives a jewellery classic, and the Falla – a bold silver collection featuring pastel colours, based on nature and paradise.

**Basement 2/2-F26**





## Revitalise and repair

**T**imeless Truth Mask is introducing the Moss Extract Revitalizing Repair Bio Cellulose Mask, which is said to reduce signs of aging from environmental stress.

Timeless Truth Mask products are formulated with globally-accredited ingredients from Mibelle Biochemistry in Switzerland. The unique active ingredients of Moss (*Physcomitrella patens*) Extract were one of the first to grow on dry land, and are able to adapt quickly to climate changes and to be resistant to drought and cold.

This product helps slow down the aging process from environmental stress, while its dual molecular hyaluronic acid instantly hydrates dry skin. Additionally, the bio cellulose mask maximises and expedites the penetration of the infused formula, leaving skin plump and radiant.

📍 **Level 1/1-Q7**

## Black in fashion

**T**he De Rigo Vision Group is bringing its latest eyewear collections to TFWA Asia Pacific Exhibition & Conference, focusing on the new Police Origins 1 SPL872 style exclusively designed for the new Men in Black: International movie. The Men in Black agents are seen wearing the new style – a strictly all-black glossy acetate sunglass with a square shape and iconic eagle logo of the '90s on the temples.

Alongside Origins 1 SPL872, De Rigo will showcase the latest Police collection, including Style SPL890 that pays tribute to the brand's history. Inspired directly by the most iconic Police styles of the '90s, the frame has a square metal front with a double bridge, combined with a temple featuring the eagle logo and decoration with vertical lines, elements that give it a vintage look taken directly from the brand's bestsellers of the last century.

The De Rigo Group will be showing the latest styles from the Furla collection of eyewear. New styles from the Carolina Herrera and Chopard 2019 collections can also be seen on the stand.

📍 **Basement 2/2-H28**



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# Debuting in Asia Pacific



01

## Eu Yan Sang

📍 **Basement 2/2-E26**

### Who are you?

Established in 1879, Eu Yan Sang is one of the largest Traditional Chinese Medicine groups in Asia Pacific. Having served over five generations of consumers in Asia, the company has become a trusted household brand for high quality Chinese medicine, health supplements and other wellness products. With an unrivalled reputation for quality and trust, we have over 180 retail outlets and 28 clinics in Asia.

### Who buys your products?

Consumers who are health-conscious and are looking for alternatives to western synthetic healthcare solutions, or rather, natural herbal remedies and dietary supplements. We have a focus on Asia Pacific, and in locations where there are high concentrations of Chinese travellers.

### Why exhibit now?

Wellness and self-care is an important consumer trend that is also changing the way people travel. Riding on our success in the travel retail scene, with our presence in airport stores and major airlines, we see high potential within the travel retail channel for us to accelerate our growth in the region.

Our primary target audience are the Chinese, and their tourist numbers are increasing every year. We also understand the Chinese consumer very well – we have the products that they need and we want to leverage this growth in traveller numbers to expand our business in the region.

### What are your objectives?

We are ready to expand the Health and Wellness category in the travel retail sector, and we are thrilled to introduce a range of products that have been curated specially with the traveller in mind, targeting travel-related health concerns.

Currently, we have a presence in Singapore's Changi Airport and Hong Kong International Airport, as well as onboard selected airlines. We are looking at ways to best tap into the potential to expand our business in duty free, casting our nets wider in the region to reach more consumers.

### What is your unique selling point (USP)?

Eu Yan Sang has 139 years of experience and with our roots in TCM, we combine traditional wisdom with modern science and technology, to pioneer innovation and develop unique products and services.



02

## Fen Jiu

📍 **Basement 2/2-J39**

### Who are you?

Shanxi Xinghua Cun Fenjiu International Trade Limited Company is the subsidiary directly under and wholly invested by Shanxi Xinghuacun Fenjiu Distillery Co., Ltd. The company is the first one that has got the import and export license among the liquor enterprises of China. For many years, we have been working hard to introduce the XINGHUACUN liquor and its culture to the world. It mainly handles the export of Fen Jiu and Chu Yeh Ching Jiu, and the products have been exported to more than 50 countries and regions such as Europe, Australia, South East Asia, Hong Kong, etc.

### Who buys your products?

Chinese who live in foreign countries, and foreigners who live in China, buy our products.

### Why exhibit now?

With the help of TFWA Asia Pacific Exhibition & Conference, which is an excellent platform, we can improve the popularity of Fen Jiu worldwide and expand into more duty free & travel retail markets.

### What are your objectives?

We want to promote the Fen Jiu brand and seek more distributors around the world. We also want to develop our business to Europe and worldwide through TFWA Asia Pacific Exhibition & Conference.

### What is your USP?

Fen Jiu is a Chinese traditional mild-flavoured spirit, which is made in Fenyang, Shan Xi Province. It is well-known for its mild, sweet and long-lasting fragrance and elegance. In the 1915 Panama-Pacific International Exposition San Francisco, Fen Jiu won the Grand Prize, which was the highest award for spirits at that time. Furthermore, Fen Jiu was the only spirit brand to win this prize, becoming well-known throughout the world. Fen Jiu's history can be dated back to the Yangshao Culture of 6,000 years ago. It has experienced many splendid moments in Chinese history. 1,500 years ago, Fen Jiu was strongly recommended by the Emperor Wucheng of Northern Qi Dynasty as royal spirit.



03

## QuietOn Sleep

📍 **Basement 2/2-A8**

### Who are you?

QuietOn Ltd is a technology enterprise established in Northern Finland in 2015. The company has delivered more than 30,000 units of active noise cancelling earplugs to 120 countries in the world with the first model, QuietOn Original. The second model, QuietOn Sleep, is to be launched for travel retail at TFWA Asia Pacific Exhibition & Conference, with already more than 10,000 units pre-ordered.

### Who buys your products?

QuietOn active noise cancelling earplugs are designed for those who are in need of silence, be it for a little rest while travelling, focus while working in noisy environments, or a good night's sleep despite the annoyingly noisy surroundings (e.g., snoring, ambient noises coming through walls, etc).

### Why exhibit now?

QuietOn Original has proven to be an excellent duty free sales item on inflight sales. We were 'No 1 Best Selling Product' on Singapore Airlines and have also done very well on other carriers. With our newest product, QuietOn Sleep, which is to be launched at TFWA Asia Pacific Exhibition & Conference, we have improved the product performance and made it some 30% smaller. It is small enough to be used in the night while sleeping in bed with head sideways.

### What are your objectives?

Successful launch of QuietOn Sleep to the travel retail industry. Being a new and innovative company, we want to find new business opportunities at TFWA Asia Pacific Exhibition & Conference. Until now, QuietOn has been available on inflight sales alone, and we want to expand our sales channels to airports, cruise companies, train operators, and other travel retail players.

### What is your USP?

The only active noise cancelling in-ear earplugs in the market. Effectively blocks low frequency soundwaves, such as snoring, noise coming through the walls, and aircraft cabin noise. Latest tech in smallest package, with a total weight of only 65g. Battery lasts up to 20 hours with one quick charge. Small enough to keep inside ears while sleeping head sideways.

The plethora of leading brands either exhibiting at TFWA Asia Pacific Exhibition & Conference for the first time, or returning after an absence, is testament to the importance of this vibrant region. Here, we highlight a selection.



04

## Pierre Fabre Dermo-Cosmétique

Level 1/1-U12

### Who are you?

Pierre Fabre Dermo-Cosmétique is number 2 dermo-cosmetics group in the world. We develop dermo-cosmetics from health to beauty for skin and hair. Eau Thermale Avène is the leader in both Europe and Asia.

Supported by a pharmaceutical laboratory – we design our dermo-cosmetics care products to comply with the most stringent performance and safety criteria.

Committed to scientific excellence – we have gained cutting-edge expertise, notably in natural substances, hydrotherapy dermatology, biotechnologies, and sterile cosmetics.

### Who buys your products?

We design and develop innovative solutions inspired by consumers and patients that contribute to people's well-being, from health to beauty. We achieve this by cooperating with health care professionals, our trusted partners worldwide, by drawing relentless inspiration from nature and plants, and by placing pharmaceutical ethics at the very heart of our operations.

Eau Thermale Avène – help sensitive skin return to a state of well-being, leading to better skin quality and better quality of life.

René Furterer – customised hair care rituals to reveal the hair's beauty.

### Why exhibit now?

We want to establish our presence in travel retail via the development of quality partnerships with duty free operators.

Our brands' awareness has been well-established in the past 10 years in the Asia Pacific region. Nowadays, our consumers travel around the globe – we must adapt to the evolution and accompany our consumers all along their journeys, continuously building our brand awareness in international channels.

### What are your objectives?

Better understanding the demands of our consumers and buyers, and their needs and behaviours, to provide better service and support for the business growth with our partners.

### What is your USP?

As leader in the dermo-cosmetic sector, supported by a pharmaceutical laboratory with scientific excellence, our brands are well recognised and recommended by health and beauty professionals.



05

## YA-MAN Ltd

Level 1/1-P7

### Who are you?

With over 40 years of background and experience in the aesthetic equipment business in Japan, and also home care beauty devices, we are committed to the development and manufacturing of innovative and high-quality products that can be used at home at any time. We currently have a total of 264 patents and 494 intellectual property rights, including utility patents, and others.

### Who buys your products?

Men and women of all ages with a passion to be beautiful and who are willing to do the self-treatment and extra skincare at home.

### Why exhibit now?

Our beauty device has been receiving many relevant awards in Japan and overseas, and our sales have been very aggressive in many markets. We do believe there is a high potential for 'home care beauty' in the world, and aim to extend our brand into duty free & travel retail.

### What are your objectives?

To see the reaction to our products, price, and business conditions from visitors. To meet our potential business partners and discuss how we can cooperate together. Of course, we need to find the business partners to extend our duty free & travel retail business.

### What is your USP?

- There are four brands:
- YA-MAN Tokyo Japan: Japan's number 1 beauty device – you can enjoy professional-grade treatments at home at any time. Save cost and save time instead of going to beauty salons.
  - ONLY MINERALS: 100% mineral ingredients only. Acceptable for all skin types, including sensitive skin and light makeup lovers.
  - Mineral Air: Mineral Air's ultra-lightweight Four-in-One Foundation and our exclusive Air Mist Device. Together they give you better-looking skin than you ever dreamed, applied easier than you ever imagined, and delivered faster than you ever thought possible.
  - MAKANAI: Using naturally-derived ingredients, Makaanai Cosmetics is the result of more than a century's worth of trial-and-error development by women working in our gold leaf foundry.



06

## Hunter Laing & Co Ltd

Basement 2/2-D36

### Who are you?

Hunter Laing & Co Ltd is a family-owned and run business specialising in the selection and bottling of the finest Scotch whiskies. Although we are known for bottling single cask whiskies, the company has just launched several new ranges of whiskies which will appeal to a wider audience. Hunter Laing has just completed building Ardnahoe Distillery, the ninth distillery on the island of Islay.

### Who buys your products?

Our customers are people who either enjoy premium Scotch whiskies themselves, or are buying a gift for somebody who does. Our customers usually have some experience and understanding of Scotch whisky and, having sampled the more well-known brands, are looking to try something different.

### Why exhibit now?

Hunter Laing has just released a number of new brands, which are perfect for the travel retail market. THE JOURNEY SERIES comprises of HIGHLAND JOURNEY and ISLAY JOURNEY, blended malts which represent the very best of the styles of those famous whisky regions. Furthermore, we have also just produced SCARABUS, an Islay Single Malt which is perfect for lovers of peaty, smoky whisky. These three brands are all available in one-litre versions, and will appeal to the casual whisky consumer and those looking to buy gifts.

### What are your objectives?

Our objectives at TFWA Asia Pacific Exhibition & Conference are to introduce our company to the travel retail industry, and to present our new brands to interested parties in the region.

### What is your USP?

As a small family company, we are highly flexible and responsive to the needs of our customers. We have a wide range of products suitable for all levels of the market. Combined with our ownership of Ardnahoe Distillery, we are well positioned to satisfy the requirements of our customers.





◀ *François Bouyer, President and Founder, BeThe1: "Given that the share of APAC in travel retail keeps growing, and that the level of refinement of travel retail in the region is not only at the top level, but also very innovative, many international talents from outside APAC have become sensitive to job offers in the region."*

# BeThe1

## Recruitment trends in Asia Pacific

*An interview with François Bouyer, President and Founder, BeThe1. By Ross Falconer*

**A**sia Pacific remains the largest duty free & travel retail region, and continues to expand at a rapid pace. This, in turn, is further increasing the attractiveness of the region for professionals from middle management to senior executive roles.

"Given that the share of APAC in travel retail keeps growing, and that the level of refinement of travel retail in the region is not only at the top level, but also very innovative, many international talents from outside APAC have become sensitive to job offers in the region," says François Bouyer, President and Founder, BeThe1. "We see that this applies to all levels from mid to senior roles. Now foreigners from outside APAC, especially if accompanied by a spouse and children, have become more and more sensitive to local pollution, food safety, cost of housing and education."

BeThe1 is a recruitment consulting firm of middle & senior management in luxury, fashion, beauty & retail, with a team of specialists all coming from business and operational roles at brands or retailers.

"We approach recruitment as one of the most critical business issues," Bouyer explains. "A recruitment is a rare opportunity to redefine what business our client would like to build, identify their strengths and also their weaknesses. Those times are often very interesting opportunities to strengthen and grow their business. To us at BeThe1, it is the most important step in the definition of a recruitment. Once this is clarified, we can then optimise the business goals with the existing talent pools in the market."

BeThe1 observes a new shift in the organisational structure of its clients in the Asia Pacific region:

"Japan and Korea as one or two units; Greater China units based in Shanghai and covering Mainland China, Hong Kong, Macau and Taiwan, and the rest of the APAC region usually based in Singapore," Bouyer comments. "Lastly, those regions tend to report directly to HQ, and less and less to an APAC HQ. This will probably also impact the travel retail organisation, currently based mainly in Hong Kong and, to a lesser extent, in Singapore. The Mainland China market is growing, and travel retail in APAC is driven by Mainland Chinese customers."

So, what are the keys to successful recruitment in the travel retail channel? Of course, the technical skill set is a pre-requisite, but is not enough to ensure the fruitful and sustainable recruitment of a new colleague.

"A nice CV does not make an efficient future colleague," says Bouyer. "All aspects of a soft skill set are important: the capacity of the candidate to thrive within the new company culture – especially the team culture and spirit – and with all other stakeholders, as well as the motivation structure."

He adds that assessing those soft aspects requires not only experienced business people but, more importantly, mature and well-balanced people. "They must be aware of those aspects, humble enough to listen carefully with few preconceived ideas, and a true capacity to create a deep connection with both the employer and the candidate, so that when both parties are signing an employment contract, we have a really deep commitment to succeed together on both sides."

### Tax Free World Association

23-25, rue de Berri  
75008 Paris France

Tel : +33 1 40 74 09 86  
Fax : +33 1 40 74 09 85

#### John Rimmer

Managing Director  
j.rimmer@tfwa.com

#### Cécile Lamotte

Marketing Director  
c.lamotte@tfwa.com

Produced by:



#### Ian Hill

Publisher  
ian@pps-publications.com

#### Paul Hogan

Managing Director  
paul@pps-publications.com

#### Ross Falconer

Managing Editor  
ross@pps-publications.com

#### Marta Dimitrova Mohammad Bhimani

Gavin Haines  
Jessica Mason  
Assistant Editors

#### Richard Jende

Head Designer  
richard@pps-publications.com

#### Magdalena Matejewska

Designer  
magdalena@pps-publications.com

#### Grant Pritchard

Photographer  
photography@grantpritchard.co.uk

#### PPS Publications Ltd

3a Gatwick Metro Centre  
Balcombe Road, Horley, Surrey  
RH6 9GA, United Kingdom

Tel: +44 1293 783 851  
Fax: +44 1293 782 959  
post@pps-publications.com

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