



THE DUTY FREE  
& TRAVEL RETAIL  
GLOBAL SUMMIT

29 SEPT. - 4 OCT.  
2019  
CANNES



New ideas. Fresh thinking.  
1-4 October 2019 - Cannes

**PRESS ANNOUNCEMENT**

FOR IMMEDIATE PUBLICATION  
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**New ideas and fresh thinking – momentum builds behind TFWA Innovation Lab**

As preparations for this year's TFWA World Exhibition & Conference gather pace, a number of elements of the new TFWA Innovation Lab have been confirmed. With BW Confidential as Official Media Partner, the innovation-focused addition to the exhibition will give visitors the opportunity to learn about the latest and most important creative developments designed to help the duty free and travel retail industry better engage the travelling consumer.

Running from Tuesday 1<sup>st</sup> October to midday on Friday 4<sup>th</sup> October under the banner of '*New ideas. Fresh thinking*', the TFWA Innovation Lab will welcome around 30 exhibitors showcasing novel ideas and new products in areas such as customer engagement, digital technology, brand activations, in-store design and sustainability.

Airports and brands are also welcome to use the TFWA Innovation Lab to showcase their latest initiatives in customer engagement. Munich Airport has confirmed its support of the event, while tech and wellness brand Breo will be present as part of the *Innovation in Action* section, presenting examples of new thinking in practice.

The event will kick off at 9am on Tuesday 1<sup>st</sup> October after a workshop, which also centres on the theme of '*Innovation in Action*'. This will be followed by a press breakfast which will give exhibitors and visitors the opportunity to meet the leading journalists within the sector.

Alain Maingreud, TFWA President, said; "In a world of increasing competition for both the attention of passengers and their spending power, there is no doubt that the airports, brands and retailers that think differently will be those that prosper in the future. As sustainability continues to rise up the consumer agenda, it's also becoming ever more imperative that we use technology to reduce our impact on the environment and contribute to the welfare of the communities in which we operate. This event will enable visitors to find innovative and practical solutions specifically tailored to the needs of duty free and travel retail."

The TFWA Innovation Lab will be located at an exclusive tented exhibition area facing the Majestic Beach, beside the main exhibition at the Palais des Festivals.

To find out more, including news, programme details, testimonials, and features about this important diary date for all interested in how technology is shaping the future of our business, or to register to attend, visit: <https://www.tfwa.com/programme/tfwa-innovation-lab/2019>.

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