

FROM THE PRESIDENT



Once again it is my honour to address you, the members of Tax Free World Association, as a new year dawns. Looking ahead to 2023, there are many reasons to be positive about our industry's short-term future, but also cause for caution. The worst effects of the Covid-19 pandemic would appear to be behind us, and we can look forward to a considerable increase in the number of travellers from Asia Pacific this year. Airports, cruise & ferry operators, retailers and brands are all making significant investments in duty free & travel retail, which will help ensure our industry's return to growth.

Yet the headwinds ahead are already being felt. Major economies are entering into recession; the cost of living and doing business across the world is increasing; and there is pressure on disposable income everywhere. These factors will naturally have an impact on us over the year ahead, although I feel confident that growth in passenger traffic, combined with improvements to retail environments and to the traveller experience, will enable our industry to weather the storm.

As ever, we at TFWA are planning to play our part in the recovery. Following a very successful 2022 edition of the TFWA World Exhibition & Conference in Cannes last October, we are looking forward very much to returning to Singapore for the first TFWA Asia Pacific Exhibition & Conference since 2019. As I write these words, interest in the event is strong among exhibitors and visitors, and there is a very genuine desire among the Asian duty free & travel retail industry to gather together once again.

Beyond participation at our live events, TFWA is determined to enhance the range of services available to its members. These include the use of our online platform TFWA 365, a permanent, exclusive showcase allowing members to present their brand portfolios to the industry. The platform also offers the possibility of contacting buyers via online directories, freely available to members and updated in advance of TFWA's live events. Members can also get free access to the regular themed webinars broadcast via TFWA 365. We encourage all members to make the most of the platform and to share ways in which we can improve it.

Whatever the challenges we collectively face, TFWA shares our members' determination to drive our industry forward.

For some two decades now TFWA has provided customer insights and data updates to members via the TFWA Research Catalogue. We plan to add to this catalogue over the course of 2023, with new studies to help enhance members' understanding of the travelling consumer and of evolving traffic trends. TFWA members enjoy exclusive access to the TFWA Research Catalogue, available online at TFWA.com.

Also new in 2023 will be the latest edition of the TFWA Handbook, first published in 2014. This online "industry bible" is designed to give an understanding of the size and scope of our industry, and is available to TFWA members as part of your membership package.

A crucial part of TFWA's mission is to cement links with our fellow trade associations around the world. In particular we continue to work with our friends at the Middle East & Africa Duty Free Association on the staging of the MEADFA Conference, which takes place in November each year. More details of the 2023 event will be released soon.

And I am absolutely delighted to confirm that TFWA is embarking on a new and exciting partnership this year, with the Latin American duty free association ASUTIL. We will be assisting ASUTIL with the organization of its annual conference, which returns this year. The 2023 edition will be held in Buenos Aires on June 7-8, and TFWA members will benefit from a special rate to attend both this event and the MEADFA Conference.

Whatever the challenges we collectively face, TFWA shares our members' determination to drive our industry forward. We look forward very much to accompanying you in your efforts over the year ahead.

Wishing you and your company a happy, healthy and prosperous 2023.



WHAT ISTFWA?

TFWA 365 DATA

TFWA Research
TFWA Handbook
TFWA Data Digest

TFWA APPROVED PARTNERS

BeThe1
Wordessence
m1nd-set
ForwardKeys

O 5 OTHER SERVICES

On-site services at TFWA events

TFWA App

TFWA.com

Trade press discounts

TFWA's Paris office at your disposal

THE TEAM

TFWA Board
TFWA Management Committee
TFWA Staff







TFWA's mission is to identify trends and opportunities, build awareness and provide a business platform for the global duty free and travel retail industry to prosper.

Through its organisation of high-quality exhibitions, acclaimed conferences and actionable research studies, TFWA aims to provide a platform for its members to succeed and thrive in the fast-changing market of duty free & travel retail.

The Association plays an important role in representing the interests of its members and of the industry as a whole, helping to forge close relationships between suppliers, retailers and landlords across the world.

Membership of TFWA helps your brand fulfil its potential in duty free and travel retail. Members gain a wide range of benefits for an annual cost of €1,200.

Nicole Daniells
Member Services Manager

Sabine Parmentier
Membership & Administration Manager



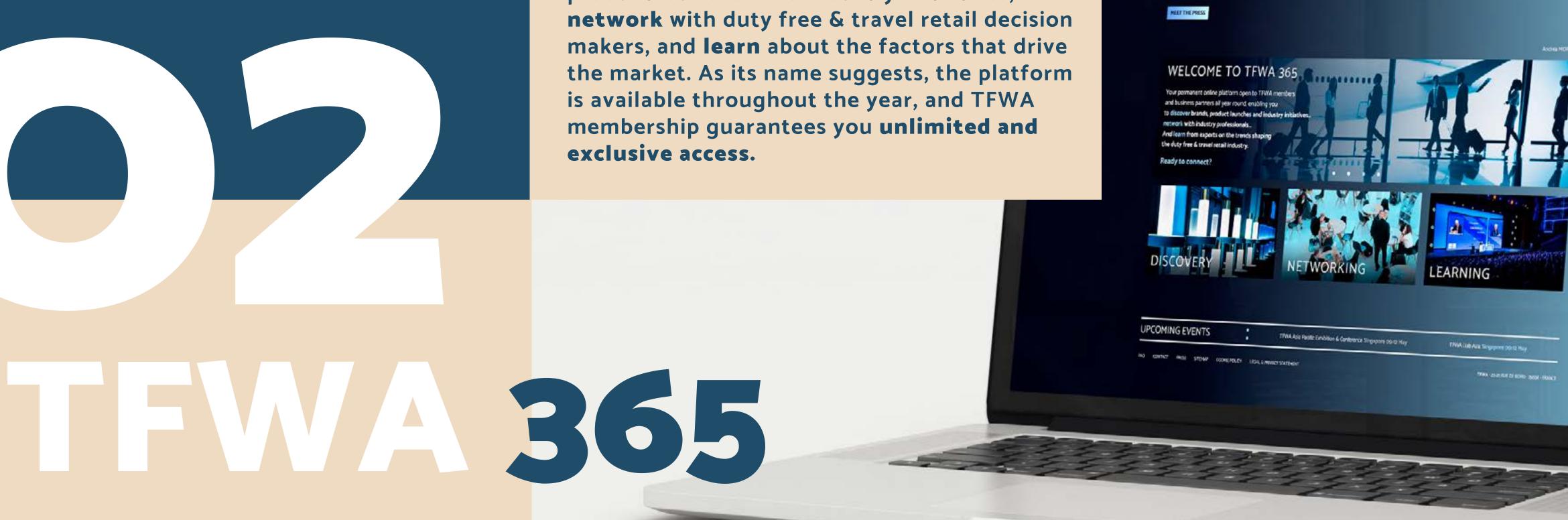


TFWA's mission is to identify trends and opportunities, build awareness and provide a business platform for the global duty free and travel retail industry to prosper.



YOUR PERMANENT **ONLINE PLATFORM**

TFWA 365 is a unique resource enabling industry professionals to discover new brands, product launches and industry initiatives, makers, and learn about the factors that drive is available throughout the year, and TFWA membership guarantees you unlimited and exclusive access.



QRR FOUND =

■ TFWA 365

DISCOVERY

THE SHOWCASE
FOR DUTY FREE
& TRAVEL RETAIL





Designed as a shop window for the industry, the Discovery section reveals the best of duty free & travel retail from 3 different angles:

■ **Discovery** provides an exclusive portal for TFWA members to present their brand portfolios to a key audience of several thousand buyers, agents and landlords. Product launches, corporate profiles and social-media content can also be featured, illustrated by photography and video. Discovery will be promoted throughout the year in TFWA communications to maximise traffic. No other medium can offer such carefully targeted, year-round exposure.

- **TFWA i.lab** is a forum for fresh thinking about all aspects of the traveller experience. It's the place to meet innovators and view their ideas on mobile and digital technology, data analytics, e-commerce, traveller research and ESG. Harness their creativity to help you exceed the expectations of today's passengers.
- Industry Projects shines a spotlight on the latest initiatives by rising and established players in duty free & travel retail. From airport infrastructure to cruise liners, new retail formats to regulatory dialogue, this is where you can find out more about the actions and events shaping our business landscape.





In a people-oriented business, connecting with other duty free & travel retail professionals is crucial. The Networking section gives you various ways of linking to colleagues and peers:

- Directories lets you access exhibitor and delegate lists for the latest TFWA events, plus the MEADFA Conference delegate list and TFWA's own membership directory. Searchable by product category, region and company, these databases are essential for identifying the people to reach when planning your sales strategy or preparing for a TFWA event. You can even message contacts
- ONE2ONE Meeting Service arranges introductory encounters for eligible participants to interact with decision-makers during TFWA events. Personalised and discreet, ONE2ONE is the ideal way to bring prospective business partners together.





The Learning section of <u>TFWA 365</u> is where TFWA members can connect to conferences both live and post-event:

- Live Conferences puts you in the audience at TFWA conferences and workshops. See presentations as they happen and interact with speakers from wherever you are in the world. Tap into expert insight on industry-relevant topics and enhance your understanding of the factors shaping our market.
- Replays/Videos On Demand enable you to view previous conferences, workshops and webinars at a time to suit your schedule. If you couldn't attend the live event in person or online, Replays will ensure you don't miss out on must-watch content.

- Join in the **TFWA webinars**, either live as they take place or via Videos On Demand at a time that is convenient to you.
- **TFWA Research** assembles the latest Association-commissioned studies on travelling consumers and the forces influencing the market. User-friendly and actionable, the research gives members access to findings and data without the substantial cost of customised studies.

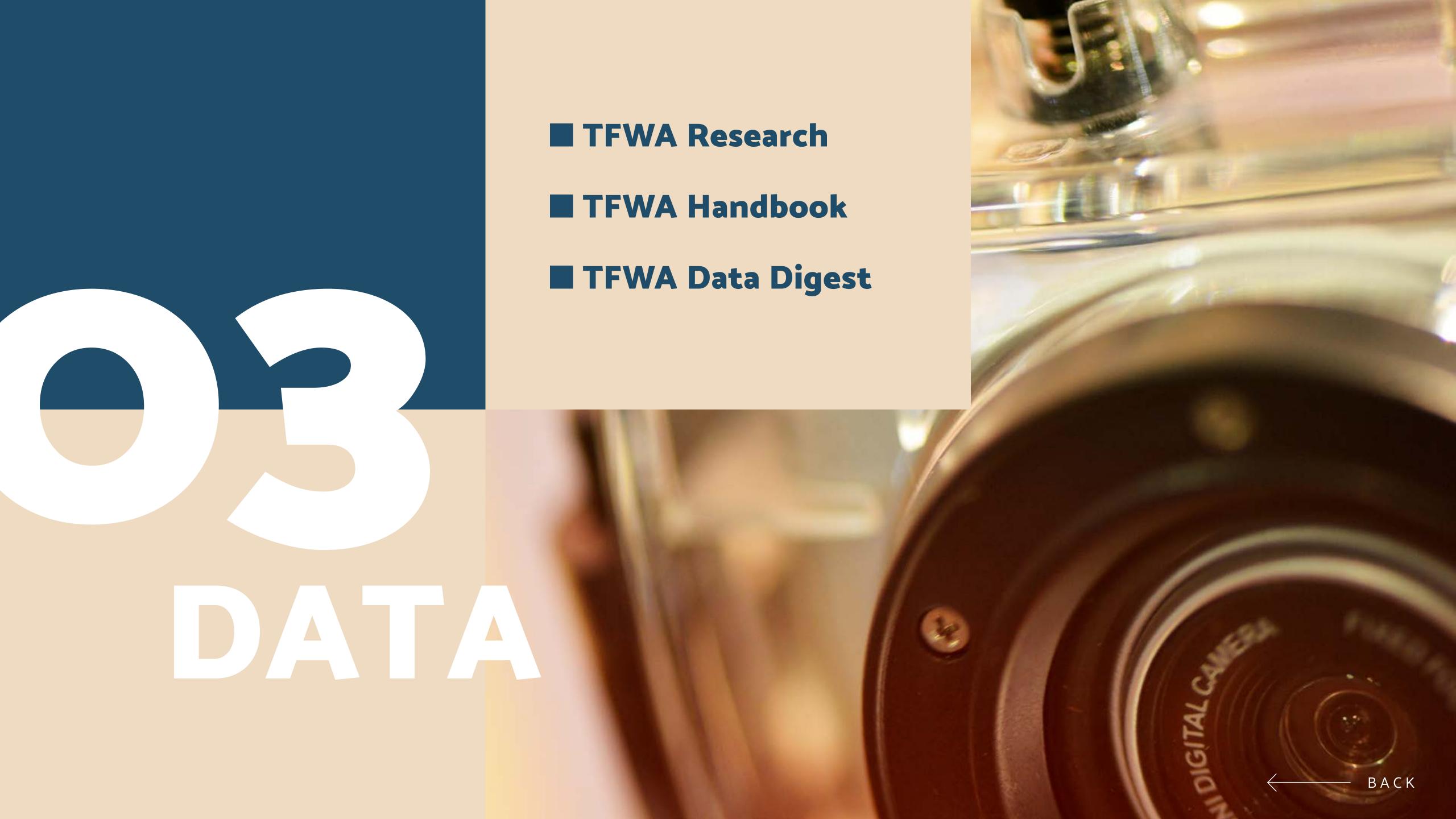
Membership of TFWA gives your company exclusive access to all the tools and functions available on the TFWA 365 platform.

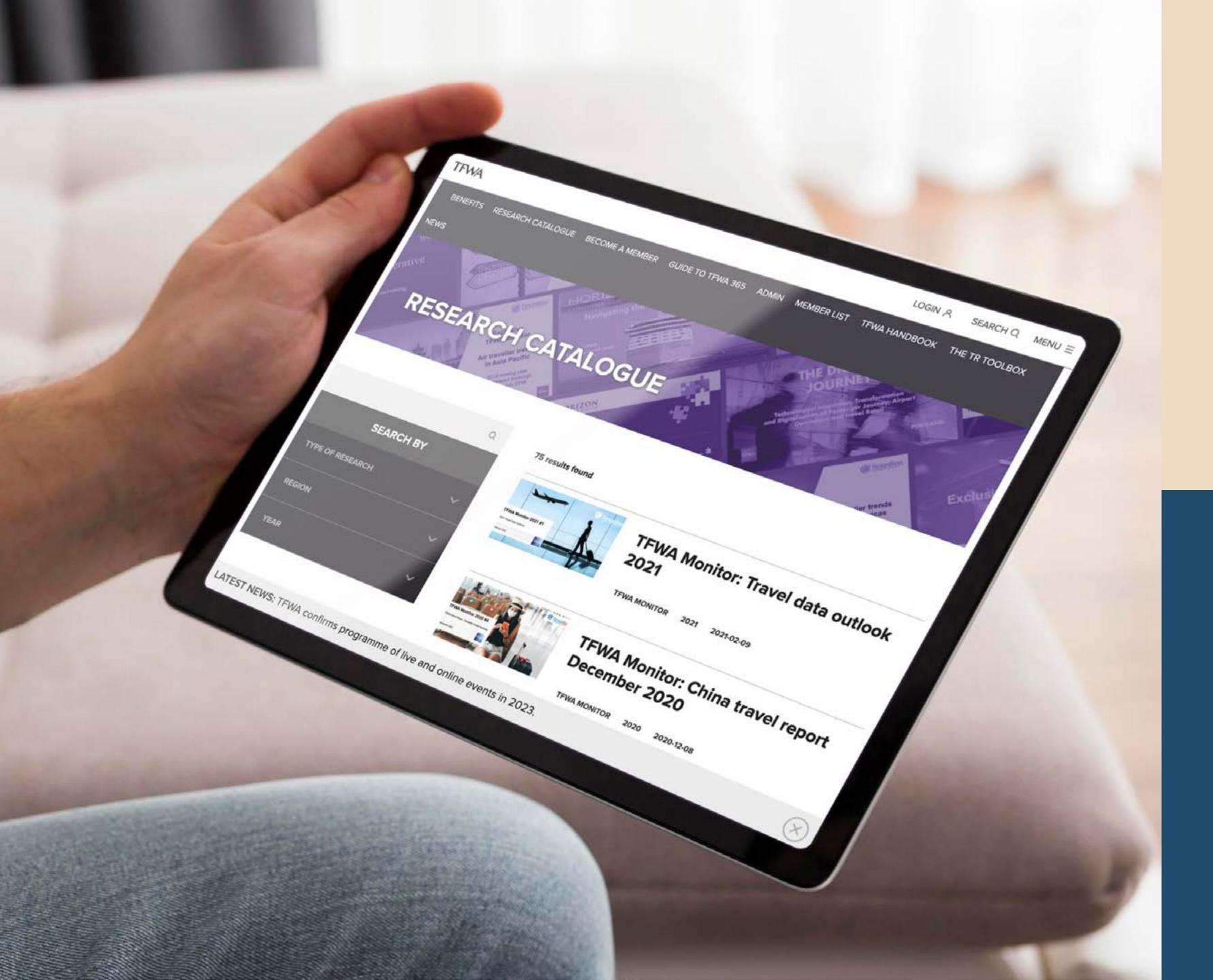
■ TFWA 365

LEARNING

DUTY FREE &
TRAVEL RETAIL'S
KNOWLEDGE HUB







DATA

TFWA RESEARCH

KNOWLEDGE IS POWER

For twenty years TFWA has sought to provide its members with actionable research studies focused on gaining a better understanding of the travelling consumer and of the context against which the travel industry operates.

During that time, we have built a diverse research catalogue featuring reports by nationality, theme, product category or location, all made available to TFWA members free of charge.

DATA

THE OUTPUT PROVIDED BY TFWA RESEARCH TO THE ASSOCIATION'S MEMBERS IS ORGANISED INTO THREE AREAS:



TFWA DATA

The Association is seeking to help improve the quality and frequency of available data, in relation to sales and other KPIs, and to make accurate figures available to members on a regular basis.



Given the volatility of the business environment and the vulnerability of our industry to sudden shocks, TFWA Monitor seeks to help members understand how changes to travel patterns affect duty free & travel retail. It also provides intelligence on the latest retail and consumer trends on domestic markets across the world.

TFWA INSIGHT

Building on the range of studies already provided by <u>TFWA Research</u>, the Insight component includes consumer research reports by theme, sector and nationality, commissioned according to the needs and recommendations of TFWA members.



TFWA MONITOR

The TFWA Monitor series of travel trend reports looks in detail at what travel bookings and data tell us about who is travelling where – now and in the future.

We are currently working on a new series of upcoming reports and look forward to sharing them with you during 2023.

TFWA INSIGHT

In this series of specially commissioned reports, TFWA Insight will be bringing you reports on the following topics:

- new traveller and shopper profiles
- Chinese shopping behaviour and expectations post-pandemic
- the new Path to Purchase

Keep an eye out for further additions to the TFWA Research Catalogue during the course of the year.

DATA

THE TFWA HANDBOOK

DEFINING OUR INDUSTRY

The fifth edition of the Handbook will appear in 2023 and will be exclusively available to TFWA members online on <u>TFWA.com</u>.

The TFWA Handbook was conceived as a practical, readily accessible guide to today's duty free & travel retail industry for TFWA members. The publication contains definitions, market data, traffic & tourism statistics and practical information, along with comment and analysis from industry leaders around the world.

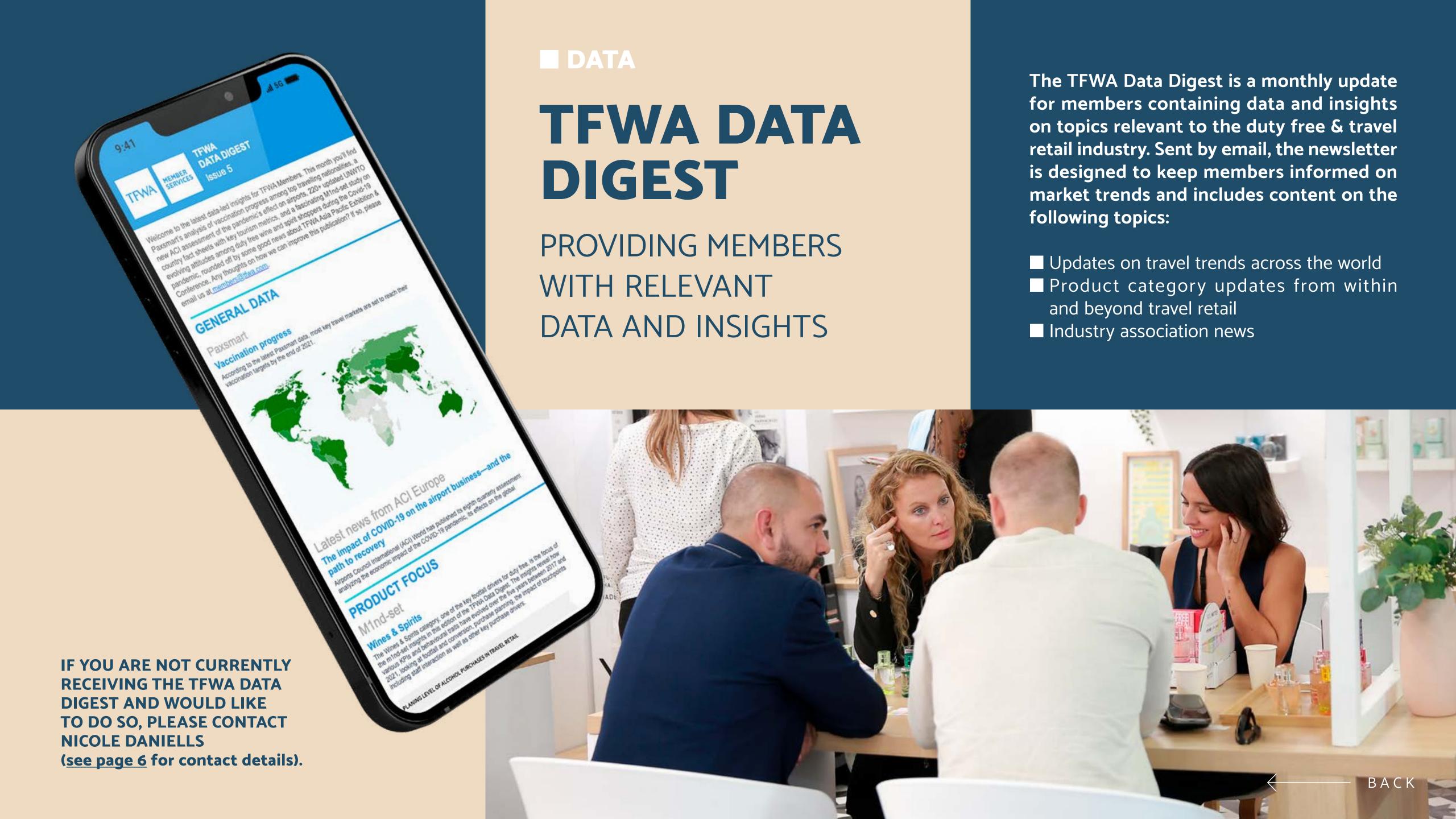
The TFWA Handbook is published every two years, and the 2014, 2016, 2018 and 2021 editions are available to download from TFWA.com.

Our objective is to help members old and new gain a deeper understanding of the scope of the duty free & travel retail industry today.

THE FOUNDATION AND MISSION OF THE AND

FOR MORE INFORMATION
ON THE TFWA HANDBOOK,
PLEASE VISIT <u>TFWA.COM</u>
OR CONTACT NICOLE DANIELLS
(see page 6 for contact details).









- **■** BeThe1
- **■** Wordessence
- M1nd-set
- **■** ForwardKeys



TFWA works with a number of approved business partners who are pleased to offer their services to TFWA members at a discounted rate.

■ APPROVED PARTNERS

BeThe1

Find the best candidates in the duty free & travel retail industry with BeThe1, a leading international recruitment consulting boutique specialised in fashion, beauty, retail and travel retail for 23 years.

With a team of 2 senior experts based in Paris, BeThe1 provides high quality recruitment services to 300 key employers mainly in Europe and most international travel retail hubs. BeThe1 operates the websites www.BeThe1.com and www.TravelRetailJobs.com, pooling 190,000 fully registered professionals including 19,000 in duty free & travel retail alone.

The service covers all middle manager and senior executive positions within supplier and retailer organisations, in departments including retail, account management, sales, sales support, marketing, merchandising, procurement and back-office.

BeThe1 offers:

- A new generation international recruitment service specialising in duty free & travel retail
- High quality recruitment offering efficient and competitive service, a high success rate and industry-leading retention rate of placed candidates

FIND OUT MORE AT <u>BETHE1.COM</u>



APPROVED PARTNERS

WORDESSENCE

CLEAR, CONCISE
COPY TAILORED
TO YOUR NEEDS



Providing targeted business writing services to help organisations get the most from their written and spoken communications, Wordessence has extensive experience in travel retail.

Our clients include some of the industry's leading players. TFWA members can now enjoy a preferential rate for the first assignment.

The fragmentation of traditional media and the growth of online and mobile channels have transformed the way people communicate. To cut through, messages must be clear, concise and compelling. Wordessence creates copy for a wide range of purposes, including:

- Brochures and packaging
- Websites and social media posts
- Newsletters and presentations
- Brand guidelines
- Thought leadership papers and feature articles
- Speeches and scripts
- Concession bid documents

Working in English and French, we cover most product categories and write for both trade and consumer audiences.

FOR MORE INFORMATION,
PLEASE CONTACT JAMES CLARKE:
INFO@WORDESSENCE.CO.UK
WWW.WORDESSENCE.CO.UK



Its main areas of research are Consumer Insights, Touch Points Analysis, Shopper Segmentations, Attitudes & Behaviour, Price & Conjoint Research and more, at airports, cruises & ferries, downtown duty free and border shops around the world.

m1nd-set's Business 1ntelligence Service "B1S" provides an interactive and multi-dimensional approach to two key information sources: The first is behavioral data for all categories, based on around 200,000 interviews at over 60 airports around the world. It was launched in 2016 and allows users to analyze trends over time.

The second module provides comprehensive air traffic and forecast data (the only source including direct ticket sales from nearly 500 airlines and also airline data) for 1,500 airports and all nationalities in the world. Subscribers have access to the data 24/7, allowing interactive analysis within and between the different information sources.

TFWA members benefit from a 10% discount on subscriptions to m1nd-set's B1S service.

TO FIND OUT MORE,
PLEASE CONTACT M1ND-SET ON:
TEL: +41 21 925 50 25

EMAIL: INFO@M1ND-SET.COM
WEB: WWW.M1ND-SET.COM

■ APPROVED PARTNERS

FORWARDKEYS

HOW TRAVEL RETAIL
COMPANIES CAN PLAN
FOR TOMORROW'S
TRAVELLER

ForwardKeys provides reliable, real-time data on the global flow of passengers by nationality, origin airport, destination, and more, allowing travel retail companies to ascertain which kinds of travellers will be passing through their stores at a given time – and in what numbers.

As a result, brands and duty-free operators can identify potential shoppers, optimise staffing and product/sample selection accordingly, and determine where to open new stores based on the distribution of airport traffic.

The services provided by ForwardKeys include a subscription to Traveller Statistics and purchasing Licensed Datasets.

Traveller Statistics is ForwardKeys' BI solution for travel retail (TR), providing in-depth flight data for brands down to the airport terminal level of all international airports.

By establishing trends based on historical data, our TR clients can plan for tomorrow's traveller.



ForwardKeys is pleased to offer TFWA members a 10% discount on Traveller Statistics.

FOR MORE INFORMATION,
PLEASE CONTACT FORWARDKEYS BY VISITING
THE WEBSITE: WWW.FORWARDKEYS.COM.
ALTERNATIVELY, YOU CAN CALL +34 962 063 973
OR +33 6 61 66 24 71
OR EMAIL INFO@FORWARDKEYS.COM





- On-site services at TFWA events
- **TFWA App**
- **TFWA.com**
- **■** Trade press discounts
- TFWA's Paris office at your disposal





ON-SITE BENEFITS AT TFWA EVENTS

Members are encouraged to attend the Annual General Meeting during TFWA World Exhibition & Conference, where they have the right to vote on various issues relating to the management of the Association. Access to the exhibition on Thursday is complimentary for members wishing to attend the AGM.

■ Special "Member" mention in official event publications

BACK

KEEP AN EYE OUT FOR NEWS OF FURTHER ON-SITE BENEFITS AS PLANS FOR TFWA'S EVENTS IN 2023 TAKE SHAPE.



OTHER SERVICES

TFWA APP

The TFWA App is a powerful, interactive tool designed to optimise delegates' experience at TFWA's events, delivering all the information you need to participate, network and more.

The App enables you to plan your event, find your way on-site, connect and meet with your business partners, interact with conference speakers and be part of the TFWA community all year round.

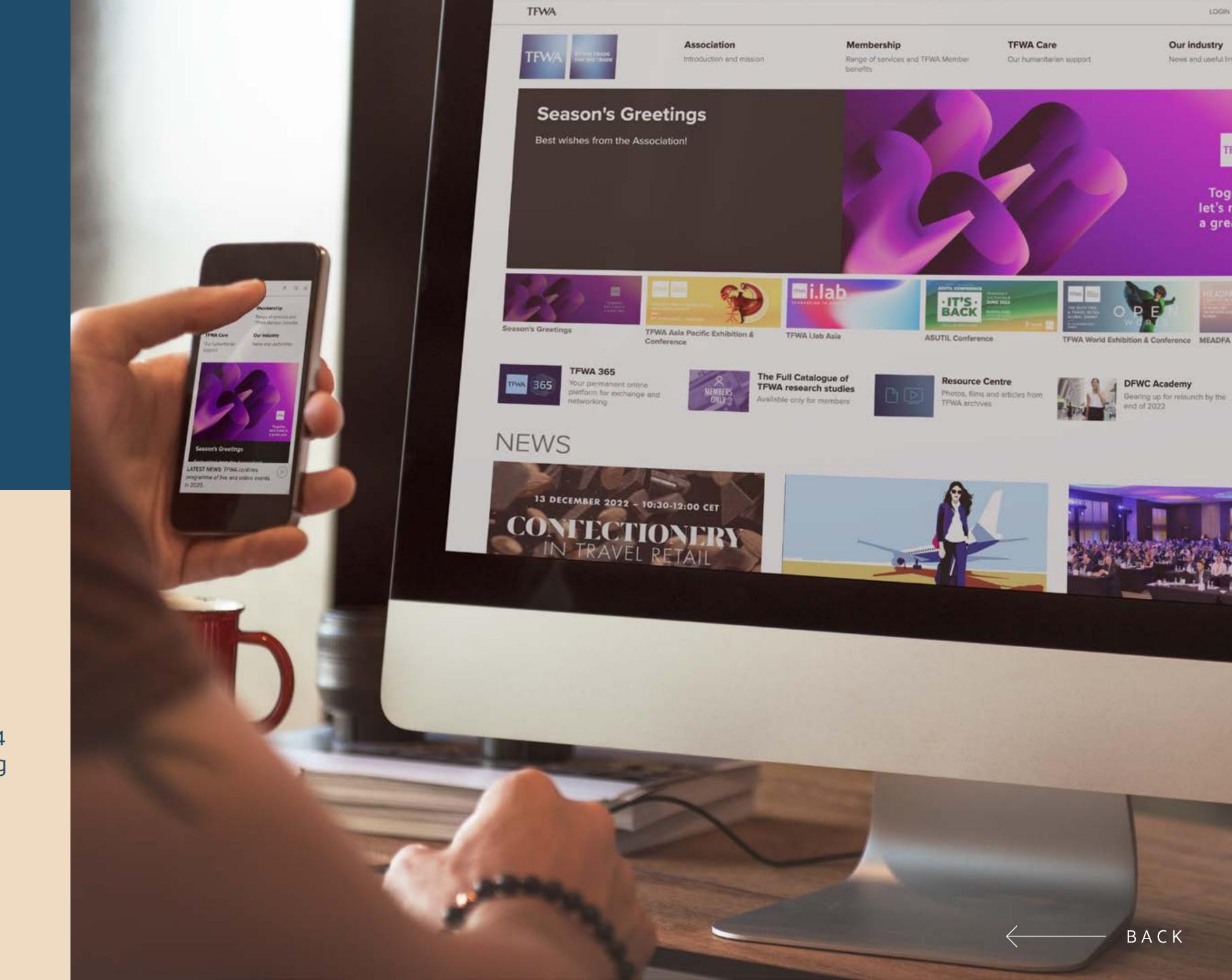
TFWA MEMBERS AND THEIR BUSINESS PARTNERS CAN DOWNLOAD THE TFWA APP FROM THE APPLE AND GOOGLE PLAY STORES NOW.

■ OTHER SERVICES

TFWA.COM

The dedicated Association website, TFWA.com, offers a number of resources available exclusively to TFWA members:

- Members news
- TFWA Research studies, dating back to 2004
- The full detailed Members' Database, including contact details for all TFWA members
- The TFWA Handbook
- TFWA Annual Report
- Statutes and Rules & Regulations of TFWA





■ OTHER SERVICES

TRADE PRESS DISCOUNTS

Membership of TFWA brings you a discount of up to 15% on subscription fees for the following publications:

- Duty Free News International /Frontier
- Global Travel Retail Magazine
- Drinks International
- The Spirits Business*
- The Drinks Business*
- BW Confidential

*Discount of up to 30% for TFWA Members

■ OTHER SERVICES

TFWA'S PARIS OFFICE AT YOUR DISPOSAL

If you are a member of TFWA and are travelling through Paris, TFWA will be delighted to welcome you to our headquarters if you are looking for a quiet place to work with free wifi.

PLEASE CONTACT SABINE OR NICOLE
48 HOURS IN ADVANCE OF YOUR VISIT
TO CHECK OFFICE SPACE AVAILABILITY
AND WE WILL SEND CONFIRMATION BY EMAIL
(see page 6 for contact details).

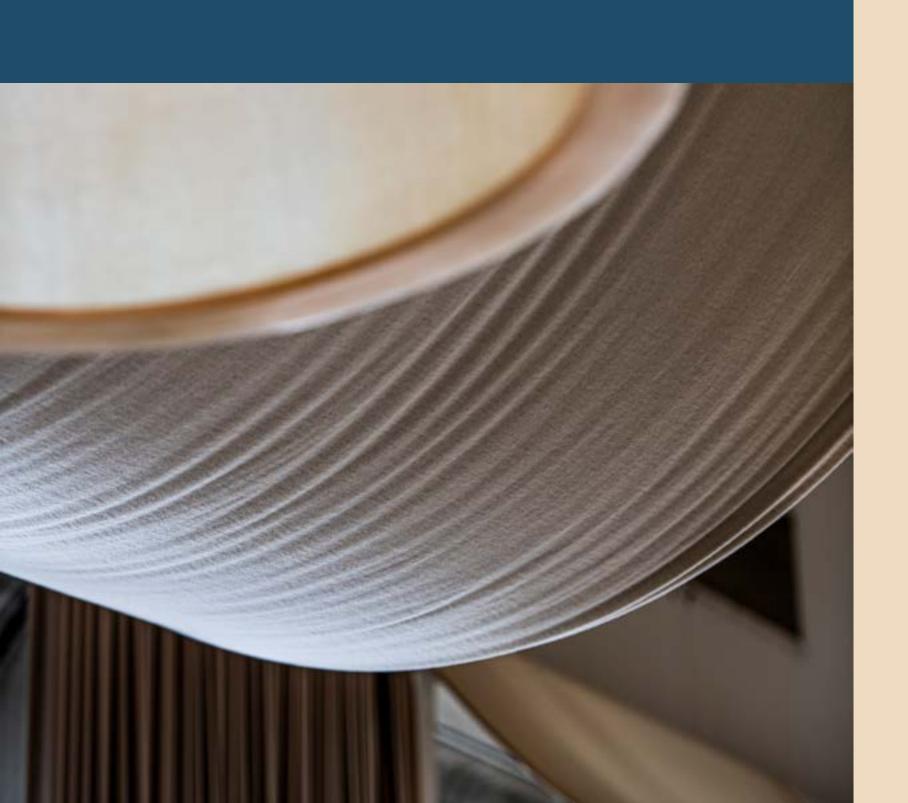




For any further information regarding TFWA, our events or services, please don't hesitate to contact the TFWA team.



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JT INTERNATIONAL
Conference & Research sub-committee



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IMPERIAL BRANDS

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WORLDCONNECT
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ESSILORLUXOTTICA
Commercial sub-committee



Francis GROS

ERMENEGILDO ZEGNA

Conference & Research sub-committee



Giada CAPPELLETTI
COCCINELLE
Corporate sub-committee



Tommaso BERETTA
BALLY
Marketing sub-committee



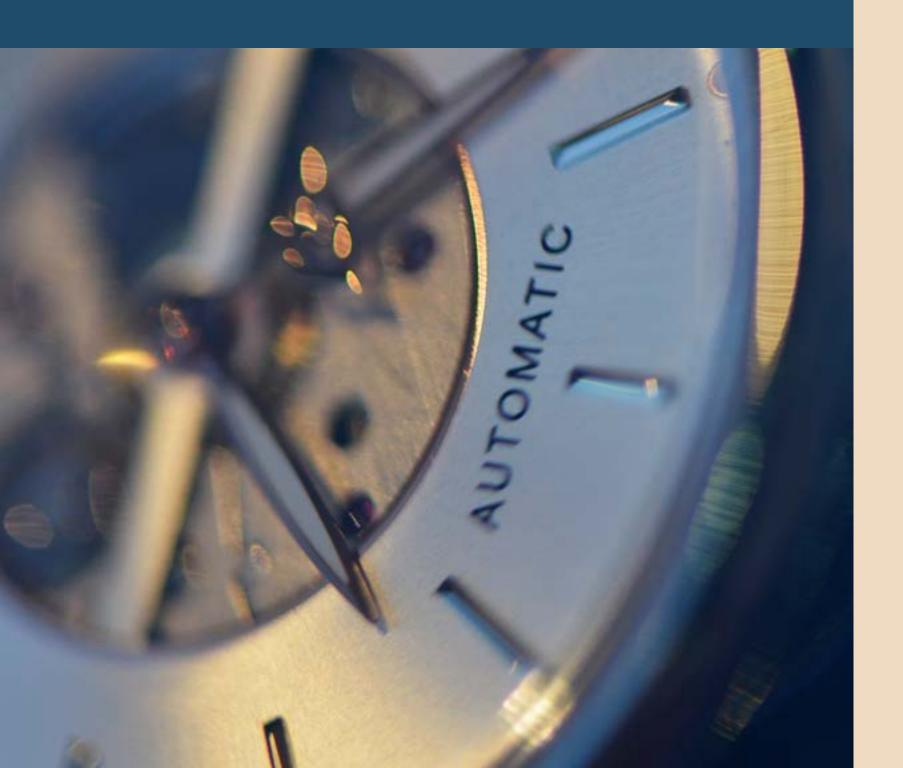
Erin LILLIS

LACOSTE

Marketing sub-committee

TFWA MANAGEMENT COMMITTEE

JEWELLERY/WATCHES/ WRITING INSTRUMENTS





Nikolas HOGREFE
HANSE DISTRIBUTION
Corporate sub-committee

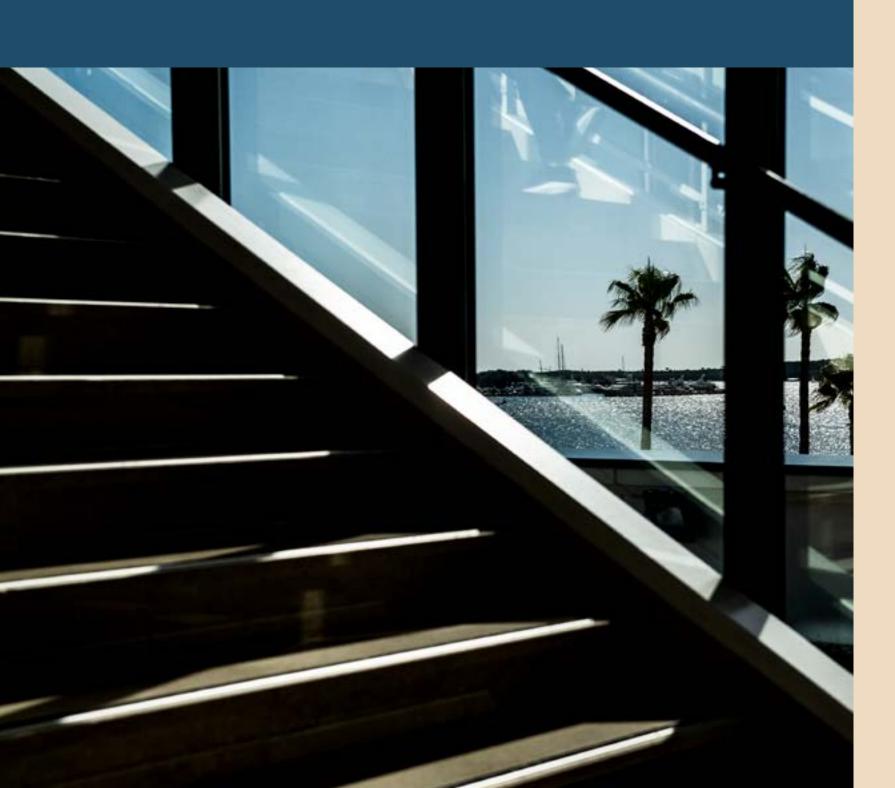


Nadia SKOURI
BUYING THE SKY
Marketing sub-committee



Alessandra VISCONTI
REFLECTA
Marketing sub-committee

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Managing Director



Emilie VIN
PA to President & Managing Director

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Exhibitions Director



Isabelle RÉGNIER

Advertising & Sponsorship Manager/
TFWA i.lab Sales Manager



Mona LEBRASSEUR Exhibitions Sales Manager

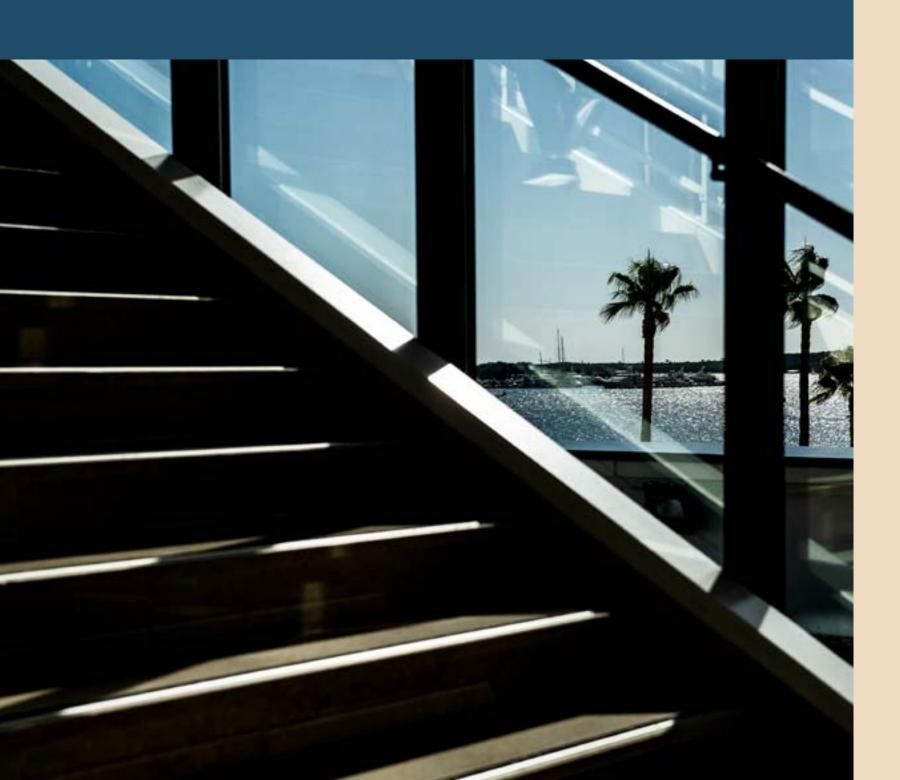


Séverine ROBBES
Operations Manager



Annette ROBINSON
Commercial Assistant

TFWA STAFF



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Cécile LAMOTTE
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Maud BRUNEAU
Communication Manager

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Michele MIRANDA
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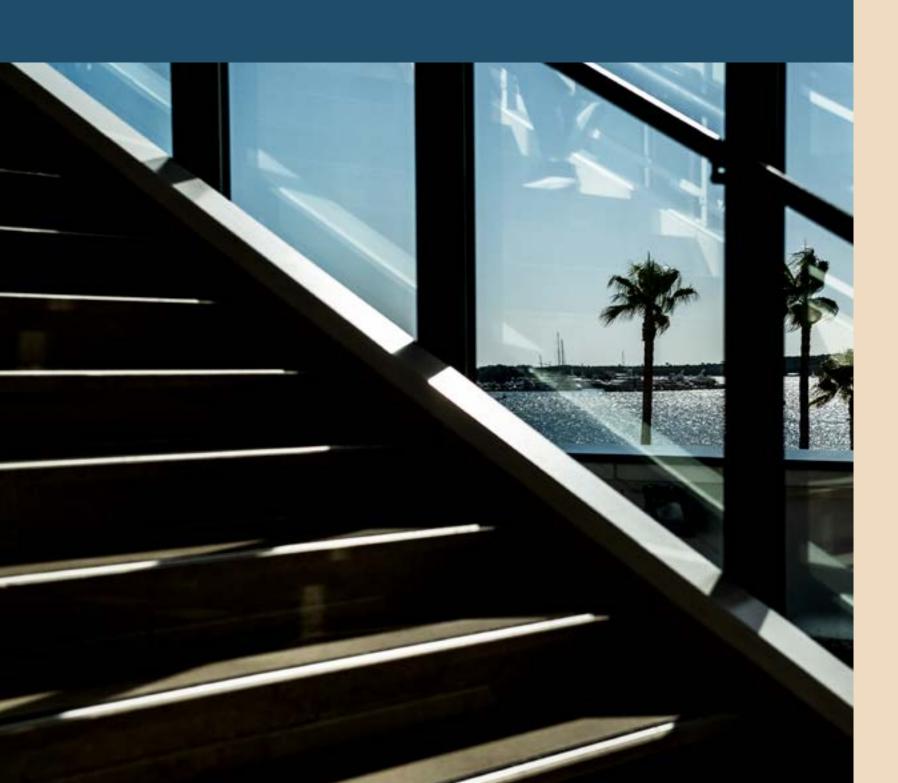
Sabine PARMENTIER

Membership & Administration Manager



Nicole DANIELLS
Member Services Manager

TFWA STAFF



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Ana HOMAWOO
IT & Technical Director



Shakil SOBHUN
IT Project Manager



Christian HUYNH
IT Systems Co-ordinator



Axel TRILLAND
IT Systems Co-ordinator



Nelly SEENARAIN
Helpdesk assistant

FINANCE & HUMAN RESOURCES DEPARTMENT



Carole BERREBI
Accountant



TFWA - 23-25 rue de Berri, 75008 Paris, France - T: +33 (0)1 40 74 09 86 - E: <u>contact@tfwa.com</u> - <u>www.tfwa.com</u>

SIREN: 347 698 078 - RNA: W751083898