

TFWA

ASIA PACIFIC  
EXHIBITION &  
CONFERENCE

TFWA  
**daily**  
WEDNESDAY 15 MAY 2024



*Accenture's Jasmine Tso  
and Ben Pan*

**SPECIAL  
SUPPLEMENT  
INSIDE**

Floorplans and  
exhibitor index

**06**

**Workshop: China  
Watch**  
Full report from  
yesterday

**10**

**Exhibition news**  
Comprehensive  
news from the  
exhibition floor

Sponsored by:

**Mondelēz**  
International



*Tobler*  
1908

*Tobl*  
1908

**TOBLERONE**



# TFWA Asia Pacific Lounge

*The TFWA Asia Pacific Lounge was open again yesterday evening on Level 4 of the Marina Bay Sands Expo & Convention Centre. It was the ideal location to relax and meet industry friends in informal surroundings, following a busy day on the Exhibition floor.*



In partnership with:



Sponsored by:



## Reminder

A reminder to all attendees to take your badge with you at all times to access the social events, Workshops, Exhibition and TFWA i.lab Asia.

## Free Wi-Fi service

A complimentary Wi-Fi service is offered throughout the conference venue and the exhibition halls. Follow the simple two-step process below to connect:

**Step 1:** Search and select the wireless network with SSID 'Marina Bay Sands'

**Step 2:** Read the Terms & Conditions and click 'CONNECT'. Upon successfully connecting, you will see the Wi-Fi icon on your device.

Scan this code to visit [tfwa.com](http://tfwa.com)



Follow us on



# TFWA i.lab Asia pitch sessions: a glimpse into the future of duty free and travel retail



TFWA i.lab Asia is located on the exhibition show floor within Level 1 of the Marina Bay Sands Expo & Convention Centre. Yesterday included a TFWA i.lab Asia pitch session in which participants offered a glimpse into the future of duty free and travel retail. A second TFWA i.lab Asia pitch session takes place today from 10:30 to 11:30.

## Virtual Wander: integrating digital and physical to engage consumers and enhance brand interactions

**V**irtual Wander (Level 1 – i.lab 4) participated in yesterday’s TFWA i.lab Asia pitch session. It is dedicated to redefining the retail and exhibition experience using cutting-edge 3D technology, seamlessly integrating the digital and physical realms to engage consumers and enhance brand interactions. “Our mission is to empower retailers and brands to reimagine their online presence by offering immersive, lifelike experiences that transcend traditional e-commerce, fostering brand loyalty and transforming consumer engagement,” said Shafie Rased, General Manager, Frezshman. “Our initial vision for Virtual Wander was to enable brands to integrate a 3D version of their e-commerce platforms onto their websites. However, we’ve since broadened our focus to include applications for enhancing traveller experiences in airports and during flights.”

For airports, Virtual Wander is exploring virtual maps and navigation aids to improve passenger flow, virtual tours of facilities, and virtual queues to reduce wait times. Inflight, it envisions immersive Virtual Reality experiences, interactive 3D maps, and virtual shopping options to enrich the passenger journey. “By expanding Virtual Wander’s scope beyond e-commerce, we aim to revolutionise travel experiences, providing seamless, immersive interactions that exceed modern travellers’ expectations and enhance satisfaction for brands and consumers alike,” Rased explained.

The primary goal of Virtual Wander in TFWA i.lab Asia is to showcase its potential as a valuable concept for brands and stakeholders within the travel retail sector. “By presenting Virtual Wander as a viable solution, we aim to illustrate how its implementation can significantly enhance customer experiences across various touchpoints,” Rased added.



Virtual Wander is dedicated to redefining the retail and exhibition experience using cutting-edge 3D technology, seamlessly integrating the digital and physical realms to engage consumers and enhance brand interactions.

## TFWA i.lab Asia at a glance

- TFWA i.lab Asia is hosted in partnership with the Singapore Tourism Board.
- Opening hours: **09:00-18:00 on 15 May; 09:00-17:00 on 16 May.**
- Location: Level 1, Marina Bay Sands Expo & Convention Centre.
- A TFWA i.lab Asia pitch session takes place on **Wednesday 15 May from 10:30 to 11:30** (Level 1, Marina Bay Sands Expo & Convention Centre).
- A dedicated workshop hosted by Xiaohongshu takes place on **Wednesday 15 May from 10:00 to 10:20** (Level 1, Marina Bay Sands Expo & Convention Centre).

## TFWA i.lab Asia participants

BeLive Technology .....	Level 1 - i.lab 10
China Trading Desk – <b>NEW</b> .....	Level 1 - i.lab 2
Elba Group – <b>NEW</b> .....	Level 1 - i.lab 8
FXMedia – <b>NEW</b> .....	Level 1 - i.lab 15
Hylink Group – <b>NEW</b> .....	Level 1 - i.lab 7
iClick Interactive .....	Level 1 - i.lab 11
Kotozna – <b>NEW</b> .....	Level 1 - i.lab 1
Mapxus – <b>NEW</b> .....	Level 1 - i.lab 14
Mela Platforms – <b>NEW</b> .....	Level 1 - i.lab 3
Outform – <b>NEW</b> .....	Level 1 - i.lab 13
PERFECT CORP – <b>NEW</b> .....	Level 1 - i.lab 6
Travel-X .....	Level 1 - i.lab 5
Virtual Wander – <b>NEW</b> .....	Level 1 - i.lab 4
Xiaohongshu – <b>NEW</b> .....	Level 1 - i.lab 9
Yegaan – <b>NEW</b> .....	Level 1 - i.lab 12

### Partners:



# MOROCCANOIL®

A WORLD OF OIL-INFUSED BEAUTY  
[Moroccanoil.com](http://Moroccanoil.com)



# Workshop: China Watch

*Yesterday's China Watch Workshop provided a fascinating exploration of where China stands today, including the latest airport developments, macro trends shaping the market in downtown duty free, duty paid and new opportunities in Hainan. It also looked at the latest digital trends and consumption behaviour of today's Chinese travelling consumer. Delegates heard from Ma Yan, General Manager of Sino-Singapore Chongqing Airport Commercial Management Co. Ltd. (SSCACM); Matt Liao, Senior Vice President of Brand, Marketing and Public Relations for China Duty Free Group; and Keith Chen, Director of Global Travel Retail, Luxury Jewelry, and Fashion Accessories Business Group for Xiaohongshu. The session was moderated by TFWA's Chief China Representative Hannah Gao.*

**China Watch Workshop Main Partner:**



## Unlocking new opportunities in China's travel retail market

**M**att Liao, Senior Vice President, Marketing, Branding and Public Relations, China Duty Free Group, engaged with participants in exploring new trends in travel retail consumption. He focused on three key areas: a more relaxed environment, China Duty Free Group's (CDFG) stable development and strong confidence, and the evolving needs and experiences of consumers. "By examining these factors, we aim to enhance digital capabilities to elevate the customer experience, unlock new opportunities in China's travel retail market, and collaborate towards propelling the global duty free and travel retail industry to a thriving future," said Liao.

According to Generation Research's November 2023 forecast data, airports remain the primary global duty free and travel retail channel, accounting for 50.8% of total global sales in 2023. "Data from the Civil Aviation Administration of China (CAAC) indicates a steady recovery in China's international scheduled passenger flights, with flights to 22 countries, including Singapore, Australia, the UK, and Italy, surpassing pre-pandemic levels," said Liao. "As inbound and outbound tourism rapidly resumes, CDFG has further strengthened its airport channel layout to adapt to these evolving trends."

In the realm of physical retail channels, CDFG is continually refining its business portfolio by spearheading initiatives that seamlessly blend entertainment, leisure, and art into immersive retail experiences. "At cdf Haikou International Duty Free Shopping Complex, visitors are transported to a fantastical Hainan paradise through the uniquely captivating 'Aura: The Forest at the Edge of the Sky' atrium installation, an exclusive creation of CDFG," Liao shared. "In terms of online business, CDFG is continuously promoting the integration of online business and new retail innovation, leveraging digital means to elevate the consumer shopping experience."

According to data from Haikou Customs, Hainan's offshore duty free shopping surged by 25.4% year-on-year in 2023, reaching 43.76 billion yuan, with the number of shoppers soaring by 59.9% to 6.756 million. "We continue to strengthen our commitment to Hainan," said Liao. "CDFG now has six offshore duty free stores across Hainan, including the world's largest and second-largest duty free shopping complexes – cdf Haikou International Duty Free Shopping Complex and cdf Sanya International Duty Free Shopping Complex. We have continuously enhanced our overall operational capabilities and customer service through measures such as strengthening market appeal, improving service availability, expanding brand presence, implementing standardised service protocols, and upgrading online services."



*Matt Liao, Senior Vice President, Marketing, Branding and Public Relations, China Duty Free Group: "We aim to enhance digital capabilities to elevate the customer experience, unlock new opportunities in China's travel retail market, and collaborate towards propelling the global duty free and travel retail industry to a thriving future."*



*Ma Yan, General Manager, Sino-Singapore Chongqing Airport Commercial Management Co. Ltd. (SSCACM): "Since the industry is highly regulated in China, the duty free opportunities for brands in Hainan or downtown areas are entirely dependent on the duty free policies and licensed operators. This strict regulatory framework dictates how brands can participate and benefit from the duty free market."*

## Maximising commercial opportunities and enhancing passenger experiences through technology

**M**a Yan, General Manager, Sino-Singapore Chongqing Airport Commercial Management Co. Ltd, explained that, over the past decade, Chinese airports have witnessed a remarkable annual growth rate of approximately 7% in passenger traffic, underscoring a robust and sustained demand for air travel. Yan commented that, during this period, over 70 airports were either expanded or newly-constructed, driven by three key trends:

- Increased commercial space: "With the construction of new passenger facilities, a greater proportion of space has been dedicated to commercial use. The average commercial area allocated per million passengers has increased by around 40% in new terminals. This expansion reflects a strategic focus on enhancing non-aeronautical revenue streams through retail, dining, and other commercial activities."
- Focus on digital and IT solutions: "A significant emphasis during airport expansions has been on integrating IT and digital solutions to streamline the passenger journey. Biometric systems, self-service options, and advanced passenger information systems have been widely adopted across Chinese airports. These technologies boost operational efficiency and enhance the overall travel experience by making it more seamless and user-friendly."
- Development of satellite terminals: "Technological advancements have facilitated a shift towards more automated processes, reducing the reliance on traditional check-in counters. This has allowed airports to increase efficiency and capacity without necessarily expanding the core terminal structures. Instead, the development of satellite terminals has been prioritised, supporting the overall growth in passenger handling capacity without extensive physical expansions of the existing terminal buildings."

These developments collectively reflect a strategic evolution in airport design and management, focusing on maximising commercial opportunities, enhancing passenger experiences through technology, and optimising operational efficiencies.

"Experiential retail in China has seen a significant transformation, which is largely driven by shifting consumer behaviours and heightened expectations for safety, convenience, and immersive shopping environments," Yan explained.

Progressive developments in experiential retail within China include a sense of ease and comfort at spending, hybrid commercial concepts, and the emergence of new segment niches.

## Experiential retail innovation evolving rapidly in China

**K**eith Chen, Head of Global Travel Retail, Luxury Jewelry, and Fashion BU, Xiaohongshu, shared market trends from an international and industry perspective and explored the possibility of cooperation.

"Based on various indicators from Xiaohongshu's internal data monitoring, we have summarised four major trends that an increasing number of users are actively reconnecting with the vibrant world, embracing authentic lifestyles, and willingly footing the bill for travel experiences that span the globe," said Chen. "With a mentality of 'wherever you play, you buy', the act of shopping has gradually become a lifestyle. As the popularity of duty free shopping continues to rise, users are more inclined towards being directly informed on how to shop securely and effortlessly rather than just for convenience. According to Xiaohongshu's internal data, the search popularity for duty free shopping in Hainan has nearly doubled in 2023, with further growth potential still evident."

In today's rapidly evolving digital landscape, Chinese travelling consumers are increasingly turning to online platforms to guide their journeys. "According to TopKlout reports in 2023, 82% of travellers searched travel guides online from Xiaohongshu, which has emerged as a leading destination for this purpose," Chen explained. "Through its comprehensive approach, Xiaohongshu seamlessly accompanies users from the initial stages of inspiration all the way to making travel decisions and embarking on their journeys. This journey is not only facilitated by the platform's rich content, but also by the interactive nature of the user experience, which fosters word-of-mouth recommendations and reflects the authentic consumer decision-making process."

In China, experiential retail innovation is evolving rapidly, particularly with the emergence of platforms like Xiaohongshu. "We are dedicated to revolutionising the way users engage with brands and products," Chen added. "Xiaohongshu not only serves as a comprehensive travel guide hub, but also facilitates immersive retail experiences by accompanying users throughout their entire journey, from initial inspiration to the final purchase. Moreover, the platform integrates offline stores seamlessly into its ecosystem, allowing brands to enhance the offline shopping experience through strategic engagement."



*Keith Chen, Director - Global Travel Retail, Luxury Jewelry, and Fashion Accessories Business Group, Xiaohongshu: "Through features like Key Opinion Sales, Xiaohongshu enables brands to efficiently plant seeds of interest and engage in high-frequency interactions with consumers, ultimately guiding them to offline stores for hands-on product experiences. This integration exemplifies how experiential retail innovation in China is leveraging online platforms to enrich offline shopping experiences and foster deeper connections between brands and consumers."*

# Today: Decoding Today's Dwell Time Workshop

**08:00-09:00, Begonia Room,  
Level 3, Marina Bay Sands**

**I**n today's fast paced and hyper-connected world, the number of different players competing for the travelling consumer's dwell time is increasing. In this morning's Workshop: Decoding Today's Dwell Time, the audience will hear from Stephen Hillam, Managing Director, Pi Insight & Research Ltd; Siddharth Pathak, Senior Partner, Kearney; and Puan Hani Ezra Hussin, Senior General Manager of Commercial Services, Malaysia Airports Holdings Berhad. Here, they each share a preview of their participation.



**Stephen Hillam, Managing Director, Pi Insight & Research Ltd:** "Dwell time is a key aspect and benefit of the airport environment and during the session, we will be exploring key themes including understanding the dwell time opportunity, how to position duty free shopping as a key activity within the dwell time opportunity, and then also how to take advantage of time spent in the duty free store. The dwell time opportunity is significant within the

Asia Pacific region and while this offers potential to drive conversion and influence purchase decision-making, we will also be exploring how dwell time can be used to drive lasting impressions among today's shopper base."



**Siddharth Pathak, Senior Partner, Kearney:** "To gain a competitive advantage, the travel retail industry will need to capture travellers earlier in their journey, before they even arrive at the airport. While perfect information about the travellers does exist, capturing and leveraging this is complex. Five ecosystem players – airports, retailers, carriers, brands, and digital and media partners – will need to use their collective strengths to bring the best travel retail offering to Asia Pacific travellers."



**Puan Hani Ezra Hussin, Senior General Manager of Commercial Services, Malaysia Airports Holdings Berhad:** "Internal factors such as store layout and ambiance, strategic product placement, positive staff interactions, and enticing promotions all contribute to prolonging in-store visits and encouraging exploration. Conversely, external factors such as flight timings, passenger demographics, security checks, and the overall

airport experience directly impact shopping time and behaviour, ultimately influencing dwell time in duty free stores."



## WiTR+ membership boost shows the impact of charitable alliance

**W**omen in Travel Retail+ (WiTR+) hosted an exclusive networking event at TFWA Asia Pacific Exhibition & Conference yesterday where members gathered to network over drinks. Speaking about the event, WiTR+ Chair Sarah Branquinho said: "Here we are in Singapore again and, in the last 12 months, we have introduced corporate partnerships which have enabled us to hire a little help, but also will boost the number of women across businesses that we will have as members."

Branquinho also explained that this year WiTR+ is launching a corporate mentorship scheme, while the charity it is supporting this year is the 'FRASI Bike to School' project in Sri Lanka.

Describing being a sponsor for WiTR+ charitable endeavours, Victoria's Secret has shown that the partnership has had a big impact. Victoria's Secret & Co VP Global Travel Retail Helly Ding said: "I've been in touch with Maitreyi Karanth who is the head of the 2023 chosen charity Koma Karanth Foundation. She was sending me pictures and not only was she sending me pictures of the houses being built, she sent me the stories of the families that would be moving into that house. I think learning about those stories was moving, especially when seeing where they were living before. The part that blew us all away was that we only donated €12,000 and €6,000 was enough to not just build a house but also to furnish it. Knowing the impact of what it could do was the part that was most powerful."

The WiTR+ corporate partnerships will be available to companies at a cost of £1,000 and each corporate partnership buys companies 40 memberships for women working within their travel retail division, and includes featuring their logo on the WiTR+ website.





OUR AMBITION

# FOOD

# #1

MOST PURCHASED CATEGORY



UNLEASH THE POTENTIAL OF FOOD  
WITH THE VERSE MODEL

# Mavive shows broad lines make scents

**W**ith a host of fragrance lines, Mavive has demonstrated versatility, while continuing to innovate. Mavive Export Manager Valentina Rosetto said: “Our new line and product is called Pura, which is a collection inside the Furla line and made of four lines. Something also new for next year comes from BMW and we are finalising some details on the packaging. Regarding the Merchant of Venice, the line we are focusing on right now is a celebration of Maria Callas and then a new line called Moscato is also about having a fragrance that is unique and new.”

Describing the brands that are all different, Rosetto added: “For the Police fragrance, this is a release that was already seen in Cannes but is now still a focus for the coming year. Then there is one called Natural, which is focused on creating a new physical product and then for ALP we are launching a new natural line which is made with all-natural ingredients.”

 **Basement 2/2-C19**



# Travel Retail Fine Wine Alliance stronger together

**S**ix members of the Travel Retail Fine Wine Alliance (TRFWA) have started working together to tackle global travel retail, with great success.

Gonzalez Byass Global Duty Free & Travel Retail Director Violaine Creuzé described how working together as part of the TRFWA meant that each company was working towards a common goal and explained: “We are not direct competitors. Because we are all representing the different countries” but revealed that really this meant that each business could assist one another and not just go after the same customers.

Creuzé said that the team at Gonzalez Byass is “currently mainly working on the Spanish market” but hinted that the business has tried its products with “the Israeli market” and added that “it was working well”.

Creuzé added: “I hope that we can give love to duty free in this part of the world.”

 **Basement 2/2-F19**





## **Suntory Global Spirits debuts GTR-exclusive Yamazaki and Hakushu Kogei 2024 Collection whiskies**

**S**untory Global Spirits – freshly re-branded on May 1 – is also using the TFWA Asia Pacific Exhibition & Conference to premier its new and inaugural global travel retail exclusive Yamazaki and Hakushu Kogei Collection, which is being produced in 2024 as the “Japanese Kimono Edition”.

‘Kogei’ can be translated as ‘traditional Japanese craftsmanship’. Accordingly, this collection explores the traditional crafts of Japan through selected artisan partnerships, with the aim of encapsulating Japanese artistry in a limited-edition collection, which will be refreshed every two years with new packaging designs.

The debut 2024 Japanese Kimono Edition was created in collaboration with Chiso, Kyoto’s preeminent Kimono House, which has been crafting fine kimonos since 1555. Chiso’s pattern-makers harnessed the traditional method of Bokashi-zome (gradation dyeing) to produce unique designs onto the labels and packaging of the Yamazaki and Hakushu whiskies, which are being introduced into selected airports worldwide, with an RRSP of \$205 for 700ml.

The 2024 Kogei Collection made its travel retail debut on 1 April, in Suntory Global Spirits’ first-ever travel retail shop-in-shop boutique at Singapore Changi Terminal 3 and will be followed by another high-profile launch at Dubai at the end of May, followed by Heathrow in July. Further airport activations are also planned for Los Angeles, Shanghai, Hainan, Doha, Sydney, Paris and Delhi.

Speaking in the exhibition yesterday, Suntory Global Spirits Travel Retail Managing Director Ashish Gandham said: “The Kogei Collection is a new milestone for our whisky portfolio – and for the travel retail channel – and perfectly illustrates our commitment to combining premiumisation with sought-after exclusives.”

 **Basement 2/2-M10**

**MAVALA**  
SWITZERLAND



# **BOOST** your nails!

Our **UNIQUE FORMULA**, inspired by Swiss watchmaking precision, nourishes, moisturizes and preserves the beauty of your nails.

The global care for **BEAUTIFUL** and **STRONG** nails!

Jar of essential nutrients for a 4 to 6 week cure.

MADE in SWITZERLAND 

**TFWA AP 2024 – STAND 2K-1**

[www.mavala.com](http://www.mavala.com)

## Eaoron and EZZ: “Heroing 100% natural products that help women to get their confidence”

**T**he passion of Eaoron and EZZ brand Sales Director Mark Hatter shines through when he explains “the range we are heroing here is 100% natural and all made in Australia where it is top-selling.” Hatter continues: “Australian regulation is the toughest in the world, so we are able to help women get their confidence with 100% natural products, produced under great competitive process... with beautiful pricing.”

The range of GTR Eaoron and EZZ exclusives includes:

- Eaoron Ultimate Anti-Aging Set: Enriched with potent antioxidants to combat signs of aging and nourish skin from within; \$99.95
- Eaoron Skin Propolis Balancing Essential Kit: A calming and revitalising spa-like treatment from the Anti-Aging Set Manuka Honey series; \$75.95
- Eaoron Hyaluronic Acid Collagen Face Mask and Instant Whitening Face Mask: Deep hydrating, all day moisturising, purifying and repairing; \$35
- Eaoron New Radiance Face Set, whitening, repairing, intensive hydration; \$36
- EZZ Luminescent Beauty Set: Targets skin repair and collagen formation; \$89.95
- EZZ Children Care Set: A holistic approach covering height, bone health, eye protection, and brain development in one bundle. Includes delicious bone growth chews; \$79.95



- EZZ Mount Peak III Set: Ashawagandha Tablet: Supporting healthy sexual function and immune system health; \$99.95
- EZZ Hair Protector Set: Key ingredients include saw palmetto extract, which contains fatty acids, biotin and silica help

to prevent thinning or balding hair and also assist with hormone balance resulting from stress, diet, ageing or vitamin deficiency; \$99.95

 **Basement 2/2-H28**

## Ricola “developing quite dynamically in Asia Pacific”

**R**icola has just reached agreement with Korea’s Kyung Bok Kung Duty Free (KBK) to introduce standees of Cha Eun-woo, the beloved Korean actor and Ricola brand ambassador, across several locations in Asia. This strategic partnership aims to “enhance brand visibility and resonate with consumers across diverse markets.”

The Swiss Herb specialist has returned to the TFWA Asia Pacific Exhibition & Conference “after developing quite dynamically in Asia Pacific in the first quarter of this year, particularly in South Korea where we have listings with all the key retailers in the market,” according to Ricola’s Andreas Reckart.

KBK has Ricola listings in several stores, including Incheon International Airport T1 and T2 departures, two stores in Kimhae Airport arrivals, and will arrive in Chungju Airport departures at the end of May.

 **Basement 2/2-H6**



# Dubai Duty Free achieves all-time sales record and continues to enhance retail operation

*Dubai Duty Free achieved an all-time sales record of US\$2.16 billion in 2023 and is positive that sales in 2024 will meet the target by year-end of US\$2.19 billion. Following the recent news that industry legend Colm McLoughlin will step down as Executive Vice Chairman & CEO of Dubai Duty Free, he shared an update with Ross Falconer.*

**A**fter 55 years in the travel retail industry and 41 at the helm of Dubai Duty Free, Colm McLoughlin, Executive Vice Chairman & CEO, has announced that he is stepping down from his role on 31 May 2024. McLoughlin, who has been the driving force behind Dubai Duty Free's rise to become the single largest duty free operation in the world, will maintain an advisory role.

"We are pleased with our record annual sales of US\$2.16 billion in 2023, representing a 24.39% increase over the previous year and 6.40% up on pre-pandemic in 2019," says McLoughlin. "We are thrilled to have achieved our target sales for that year, a record month in December and a record year, which culminated with our celebrations of our milestone 40th anniversary. Year-to-date (January to 8 May 2024) our sales have reached US\$770 million, an increase of 1.18% over the previous year. We are positive that sales in 2024 will be good and that we will meet our target by year-end, which is US\$2.19 billion."

Perfumes, Liquor, Gold, Cigarettes/Tobacco and Electronics held the top five spots category-wise. Perfumes sales reached over US\$140 million, accounting for 18% of total revenue. Sales of Liquor reached US\$104 million, while Gold sales reached US\$77 million accounting for 10% of total sales. Cigarettes & Tobacco sales reached US\$75 million accounting for 10% of total sales, while Electronics sales reached US\$54 million or 7%.

Dubai Duty Free continues to enhance its retail operation and is refurbishing its three main Arrivals shops in Terminals 1, 2 and 3. "The construction work in Terminal 3 Arrivals already started in April, while for Terminal 1 and 2 Arrivals, site construction work is expected to commence this May," McLoughlin explains. "With these, we are expecting to have newly refurbished Arrivals shops in these three terminals by the end of the fourth quarter with a total retail



*Dubai Duty Free achieved an all-time sales record of US\$2.16 billion in 2023 and is positive that sales in 2024 will meet the target by year-end of US\$2.19 billion.*



*After 55 years in the travel retail industry and 41 at the helm of Dubai Duty Free, Colm McLoughlin, Executive Vice Chairman & CEO, has announced that he is stepping down from his role on 31 May 2024. Effective 1 June 2024, Ramesh Cidambi, current COO of Dubai Duty Free, will become Managing Director. Salah Tahlak, current Joint COO, will become Deputy Managing Director of Dubai Duty Free.*

area of about 2,170sqm, or 54% of the 4,000sqm overall Arrivals retail area."

There is also a massive redevelopment program for the retail shops in Concourse A. These changes will be phased out in various zones across the retail area and will be rolled out into three or more project packages. "There will be enhancements and relocations of categories such as Gifts from Dubai, Toys and Lifestyle, At Your Service, the introduction of three major boutique brands (Louis Vuitton, Chanel, and Cartier), and a complete upgrade of the two perfume shops in East and West," says McLoughlin. "About 3,200sqm of the gross retail area will be redeveloped in various phases within 2024-2025 in Concourse A. The Concourse B refurbishment program for watches and technology is also in the pipeline for concept planning. This project will have an estimated 800sqm of retail upgrades, which will be rolled out by the third or fourth quarter of this year."

Dubai Duty Free's 40th anniversary took place last December. Living up to its tagline 'Full of Surprises', it conducted exciting promotions and activities to make the 40th anniversary a memorable occasion, involving customers, suppliers and staff in the celebrations. Looking ahead, McLoughlin is positive about the future. "I may have stepped down from my position after 55 years in the travel retail industry and 41 years at the helm of Dubai Duty Free, while I maintain an advisory role, I am confident that Dubai Duty Free will continue to grow, and I see a very bright future for the operation, which is in line with the growth of the airport."

# Torres 'world's most admired wine brand'

**T**orres reports a very busy show here at TFWA Asia Pacific Exhibition & Conference, with a high quality of visitors. Bruno Teixeira, Global Travel Retail Director, explained that further growth in the dynamic Asia Pacific region is a key objective for the Spanish, family-owned winery.

"We are very happy to have been voted the world's most admired wine brand again by industry professionals, according to the recently-published Drinks International ranking," said Teixeira. "Torres has also been awarded the Most Admired Wine Brand in Europe, and has taken the first position seven times out of 14 editions. It has been number 2 a total of five years, and has held the 3rd and 4th position once."

Among the products Torres is focusing on is a new wine in its Clos Ancestral range, which explores Catalan winegrowing heritage and brings ancestral varieties to consumers. After launching a Penedès red wine made with the pre-phyloxera variety Moneu and the native Catalan varieties Ull de Llebre (Tempranillo) and Garnacha, the line has expanded to include an organic white wine made mostly with the ancestral variety Forcada.



Teixeira added that what sets the Torres brand apart is its legacy as a family winery and commitment to "excellence, innovation and sustainability". Torres has been leading the fight against climate change for many years, adapting and mitigating its effects,

but more importantly, raising awareness and encouraging collaboration among wineries to address this unprecedented threat.

**Basement 2/2-HS**

## Ajmal Perfumes launches Aristocrat Coral and Coastal



**A**jmal Perfumes, the seven-decade-old perfume connoisseur, has launched two new scents – Aristocrat Coral and Aristocrat Coastal – showcased at the TFWA Asia Pacific Exhibition & Conference yesterday by Ajmal Perfumes' Farrukh Kidwai, Head of Exports and Travel Retail who explained "the name 'Aristocrat' was chosen to reflect the regal, timeless, and noble past of India."

At the launch earlier this year the CEO of Ajmal Perfumes, Abdulla Ajmal, shared insights into the philosophy behind the creation of the new scents, stating "Aristocrat Coral and Coastal stand as more than just fragrances; they represent a celebration of our pioneering spirit and an unyielding dedication to excellence – a tradition ingrained within the very fabric of Ajmal Perfumes across generations."

Ajmal's retail presence spans 350+ exclusive showrooms within the GCC and the world.

**Basement 2/2-H10**



# BEAUTY IS OUR BUSINESS

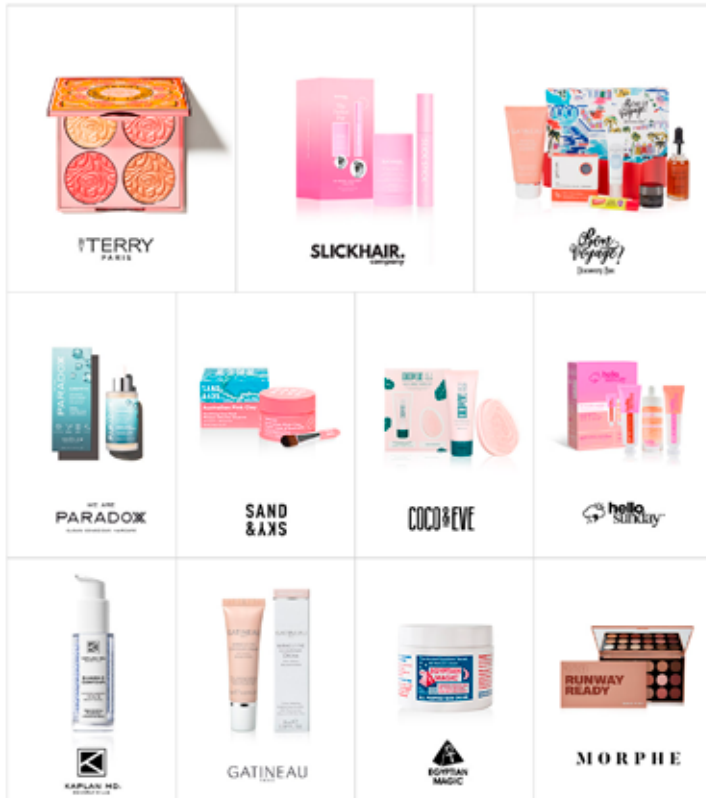
On The Mark Consultancy is more than just a distributor. We work with our brands and customers to offer the most on demand beauty portfolio in travel retail.

Please visit us at the TFWA Singapore 2024, stand number 2-L26

Contact for Airports and Marine  
claire@onthemarkconsultancy.com

Contact for Airlines  
tatia@onthemarkconsultancy.com

WWW.ONTHEMARKCONSULTANCY.COM



ALPHAH TAN-LUXE skin genomics .INC



# VELLY AVELINES

PREMIUM SWISS CHOCOLATE



**TRAVEL EXCLUSIVE**

*pralinés*  
**Princesses**

Life is better in pink...  
and with Swiss Chocolate!

**Visit us at TFWA Singapore 2024** Basement 2, booth no. 2-F22

# Heys: creating unique, one-of-a-kind travel gear for almost four decades

**H**eys, the proudly Canadian travel brand is excited to be a part of the TFWA Asia Pacific Exhibition. Heys President & CEO Emran Sheikh invites TFWA's delegates to visit the Heys Stand, Basement 2/2-G22: "We look forward to exploring opportunities with our retail partners in this exciting duty free marketplace. Come see Canadian innovation in Singapore!"

With its focus on design, quality and fashion, Heys has been creating unique, one-of-a-kind travel gear for almost four decades. Founded in Toronto in 1986, this Canadian upstart has grown into a world-renowned travel brand with global distribution and offices in Canada, USA, Germany, South Korea, China and Australia. With its over 50 patents, Heys has curated a long list of 'Industry Firsts', such as the world's lightest luggage, world's first smart luggage, world's first front-opening luggage, and many more 'firsts' that have defined an identity renowned for innovation. This success has been assisted by the company's unique organizational structure, a flat management hierarchy, which has allowed Heys to react with agility to emerging trends and new materials, and to nimbly launch products on a global scale. After-sales service is another key area to which Heys has committed its focus and investment. By delivering an exceptional level of customer service, Heys has ensured that every traveller has become a loyal, lifelong customer with an outstanding service experience. The company's dedication to going above and beyond the industry's service norms is yet another key differentiator between Heys and its competitors.



*We invite you to visit Heys at **Basement 2/2-G22**  
To arrange an appointment: [TFWA@Heys.com](mailto:TFWA@Heys.com)  
For further information/media: [Press@Heys.com](mailto:Press@Heys.com)*







HEYS  
T R A V E L



STAND 2-G22

# Under one umbrella

**W**ith a vast range of brands now under its remit, Duty Free Global has heralded meeting-after-meeting due to the popularity of its newest SKUs.

One such brand is Cinco, a tequila that looks like no other. Speaking about the spirit, Cinco Spirits Group Managing Director International Quentin Job said: "Cinco is founded by some amazing stars in basketball, one of whom is Michael Jordan. The liquid is outstanding and the bottle is really nice. They launched back in 2019 and now they are going global and in the space of six months or so we will be launching into 12 markets."

Moving over to new recruits, BBC Spirits Europe Sales Director Romain Papillon observed how Duty Free Global has supported the brand. He explained: "We just launched into duty free with Duty Free Global at the end of last year and we specialise in Asian spirits. We have a Japanese gin. We have a whiskey from a distillery near Tokyo. We even have a peaty one which is not usual for Japanese whiskeys. Then we have the first Chinese whiskey. Today we see Japanese whiskey, Taiwanese whiskey and people are looking to get new whiskeys in the world."

Additionally, delving into Port, Taylor's Export Sales Manager Jorge Ramos explained that the brand has a few



activations and packaging plans burgeoning for the sector. He added: "Taylor's Port is based in the north of Portugal and we have a series of products, but primarily the tawny Ports. We launched a travel retail exclusive just last year and the bottle is onion-shaped

and it would have been used in the late-1600s when the company was founded. We have a range of Ports and also a special gift pack with chocolates too."

**Basement 2/2-F10**

## Jägermeister sets sights on GTR expansion

**J**ägermeister has revealed that its travel retail domination is now encompassing its other brands in its portfolio, such as Teremana Tequila.

Jägermeister Vice President Global Travel Retail Tobias Witte said: "We have been in an expansion phase for the last four years, so we have a lot of new customers with our expanding assortment and so far it has been very good. This year we did a global launch for Teramana after Jägermeister took in some shares of Teramana and now it is a big joint venture between the Lopez family, Dwayne Johnson and Jägermeister. For the last two years we have been limited in terms of production in northern America and now we have our own facilities and our own distillery, so have decided to expand."

Jägermeister Director Customer Development Global Travel Retail Francois Picquot revealed: "Launching into travel retail globally has been our focus."



**Basement 2/2-F2**

# LET YOUR TASTE BUDS SPARKLE

with our new fruity yogurt Chocolate Trio



Visit us at

## TFWA APAC

Basement 2  
Booth 2-G29

**FOR APPOINTMENTS  
PLEASE CONTACT:**

[travelretail@ritter-sport.com](mailto:travelretail@ritter-sport.com)



## LEGO showcases quadrupled APAC team

**T**he important news from LEGO at the TFWA Asia Pacific Exhibition & Conference is that its Singapore-based APAC Travel Retail Team has been significantly expanded from one to four.

Yesterday in the show the dedicated new team lined up to be introduced to the trade: Lily Tan, Assistant Trade Marketing Manager; Nina Da Costa, GM Singapore, Malaysia & TR Asia Pacific; Danny Wong, APAC Travel Retail Channel Lead; and Aretha Poh, Key Account Manager, Travel Retail.

**Basement 2/2-H19**



## Loacker launching new biscuits, destination sleeves and spreads



**L**oacker is focusing this year on its new biscuits and spreads lines and reveals why travel retail is such a big focus for the business.

Speaking at the show, Loacker Business Director Duty Free and Travel Retail Juan M. Cabrera said: "We are launching biscuits and also some sleeves with destinations and our new spreads. That will be the main focus for us."

Describing why being present in Singapore this year is so fundamental to the brand, Cabrera explained: "Asia is an important market. Plus, 40% of our sales are in travel retail globally." He added: "We have big markets here in Asia like the Philippines, Malaysia and Thailand" and insisted that the team is "very focused on them."

**Basement 2/2-G18**

## On The Mark gets out of the blocks

**B**eauty and working with a highly experienced team is the name of the game for On The Mark Consultancy.

On The Mark Owner and Founder Mark Brewer said: "This is our second year in Singapore and we will be celebrating our 10th birthday in July this year and also currently we are celebrating record sales."

Brewer explained: "We exclusively distribute beauty brands and we stay in our own lane, we don't diversify and do watches or anything."

On The Mark Consultancy Account Manager Claire O'Donnell added: "We specialise in travel retail exclusives and 'By Terry' – everything is infused with rosehip oil, which promotes wellbeing."

**Basement 2/2-L26**



# Neuhaus introduces new lead in Asia and Middle East

**N**euhaus is one of the oldest names in travel retail which barely needs any introduction, but a key function the TFWA Asia Pacific Exhibition & Conference provides is to meet new people. One of these is Max Van Coillie, Neuhaus' new Business Development Manager Asia & Middle East, pictured here with Alexandra Bevernage, Travel Business Development Director.

"I have an extensive background in both chocolate and coffee – and indeed the experience I have in fresh coffee is very useful in the fresh chocolate business," said Van Coillie, who joined the fine Belgian chocolatier some six months ago.

Although well-represented throughout the APAC region, Van Coillie agrees that some markets offer Neuhaus significant growth opportunities. "We are opening in Bangalore later this month, but there is a lot more to do as clearly India is a huge prospect for premium chocolate in addition to the traditional APAC markets led by China."



 **Basement 2/2-L28**

An advertisement for the E'AORON Hyaluronic Series. The background features a close-up of a woman's face with water droplets on her skin, looking directly at the camera. In the bottom right corner, there is a collection of E'AORON Hyaluronic Series products: a small jar of cream, a box of Hyaluronic Acid Glutathione Essence Face Mask, a bottle of Moisturizing Hyaluronic Lotion, a bottle of Moisturizing Hyaluronic Toner, and a tube of Hyaluronic Cleanser. The E'AORON logo and the tagline "BORN FOR BEAUTY" are in the top right corner. The text "EXPERIENCE THE ULTIMATE SKIN TREAT WITH THE HYALURONIC SERIES" is on the left. At the bottom left, it says "VISIT US AT B2-H28" and "AUSTRALIAN MADE" with a small Australian flag icon.

# Happy selling

**E**lizabeth Arden General Manager of Asia Pacific Travel Retail Yumie Chia said: “We want to gain the attention of the customer and drive fun and retailtainment to the customer to get them really interested in our products.”

The focus for this year is on the Elizabeth Arden capsules ranges, but also on its eight-hour skin protector and lip protector.

Chia explained: “Prince Harry uses it. We bring along a lot of education with our products. It is to combat harsh weather. We are bringing the retail concept and putting it in front of customers, but we want it to be really fun. We never want retail to be boring. We also have extra GWP’s that are collectables as well. It keeps the customers interested in travel retail as the local markets don’t have these.”



Chia added: “We call this method ‘happy selling’ and we want to bring happiness and smiles to people’s faces when they look at the visuals. All of our promoters are also happy selling it in a unique manner.”

Chia revealed that Elizabeth Arden is also planning some “special official launches

as well including an upgrade of the pink capsules and then a launch for Prevage with a new product that targets collagen and helps to prevent collagen loss, and protect it as well.”

 **Level 1/1-L27**

# Going for gold

**S**howcasing the popular Au Vodka, co-founded by friends Jackson Quinn and Charlie Morgan, GMAX Travel Retail is being kept very busy this year.

GMAX Travel Retail Founder and Director Garry Maxwell said: “Au is just a phenomenon. It’s almost the fastest growing brand in the world. The demographic is 18-35 years and the holiday party, top areas in nightclubs.”

Maxwell explained: “It’s the number one premium vodka in the UK. Our first listing was easyJet last year and we put it in there as one small and one big 70cl bottle and they asked for a new flavour after 10 days. So, we had to put the new flavour on within three months. Then we had two flavours, two minis and two large and we sold nearly 400,000 mini bottles in the first year. They sell at £6.95 with any mixer. Blue Raspberry is what people like and they have just launched Strawberry. What happens is that everywhere it goes, it outsells.”

GMAX Travel Retail is showing other drinks on its stand, but Maxwell assures that Au is what everyone is talking about the most.



 **Basement 2/2-L8**



## Loch Lomond Group unveils new GTR range

**L**och Lomond Group has unveiled a new, dedicated travel retail exclusive range for its single malt whisky brand Loch Lomond, here at TFWA Asia Pacific Exhibition & Conference, underscoring its commitment to the travel retail channel.

The Remarkable Stills Collection features four distinct non chill-filtered whiskies, each intricately crafted to embody key elements of Loch Lomond's whisky philosophy. Produced from spirit drawn from a variety of stills at precise moments and matured in unusual oak casks from across the globe, the whiskies offer a diverse range of flavour profiles. Master Blender Michael Henry, renowned for his expertise in blending whiskies with nuanced notes of fruit, honey, and soft smoke, has curated this collection, leveraging the distinctive capabilities of Loch Lomond's remarkable stills.

The range includes Remarkable Origins, Remarkable Alchemy, Remarkable Ingenuity 13 Year Old, and Remarkable Copper.

"The launch of the Loch Lomond Remarkable Stills Collection is a pivotal moment for the brand, presenting a new and unique opportunity to engage with discerning whisky enthusiasts in global travel retail," said Luke Maga, Loch Lomond Group Managing Director – Global Travel Retail. "Embodying the fusion of tradition and innovation, the collection offers travellers an unforgettable taste of Loch Lomond's unparalleled quality and we're excited to see it roll out in the channel later this year."

The Remarkable Stills Collection will launch exclusively in travel retail in key locations worldwide at the end of August.

 **Basement 2/2-M11**

## HARIBO showcases "more sustainable" Travel Edition Giant Roulette



**T**he TFWA Asia Pacific Exhibition & Conference has presented a chance for HARIBO to exhibit its new Travel Edition Giant Roulette, which has now been transitioned from plastic into more sustainable recycled cardboard packaging.

"We are finding that the maturity of the chocolate market is definitely presenting us with opportunities to grow our share and we are expanding fast in Asia where the brand has strong awareness," Elisa Fontana, HARIBO Director Marketing, told the TFWA Daily yesterday. "We are particularly aware of the opportunities to seriously develop in India where we are very close to confirming new travel retail distribution arrangements – after all, our kind of product has a strong appeal to Indian tastes and preferences; meanwhile, we are constantly working on all other markets and continuing to install fresh new gondolas across South East Asia."

 **Basement 2/2-H26**

# Fresh faces in Asia Pacific



01

## Kao Travel Retail

📍 **Level 1/1-U12**

### Who are you?

Kao Corporation was established in 1887 and is a global chemical and cosmetics company headquartered in Tokyo, Japan.

### Who buys your products?

Our brands connect to your lifestyle, every day supporting the creation of enriched lifestyles and harmony with nature with our five business domains of Cleanliness, Beauty, Health, Environment, and Life.

And we, Kao Travel Retail are targeting the sophisticated customers who have a high-sensitivity and prefer authentic beauty.

### Why exhibit now?

- Establish the relationship with the main retailers, in order to expand our business to prospective markets such as China, Macau, Hong Kong and Thailand.
- Further extend our presence in the travel retail industry.
- Seek business-matching with local or travel retail agencies.

### What are your objectives?

To create the opportunities to discuss business with the agencies or retailers to further expand our travel retail business.

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

- Holistic and cross-sectoral asset utilisation.
- Fusion of deep science and sense based on the evidence.
- Various brands which closely support the customers' individuality.
- Unique cutting-edge technology.

02

## Shinano

📍 **Basement 2/2-J6**

### Who are you?

Shinano is the brand principal of several leading spirit brands worldwide, with a focus on elegance, craftsmanship and artisanship with integrity. Shinano is presenting spirits crafted with utmost attention to detail at TFWA Asia Pacific Exhibition & Conference, including the Shinobu Newborn Single Malt, Akashi Ruby and Tanzanite Whiskies, and unveiling the exquisite Akashi 12Yrs, Shin Select 1988 35Yrs, and Miyabi Arts 36Yrs, a series of rare whiskies in collaboration with Kyoto's distinguished Hosomi Museum.

### Who buys your products?

Our products are suitable for anybody of legal drinking age of 18 and above. With a diverse range of spirits and wines, Shinano offers bold, exciting flavour combinations that will tantalise the palates of both the younger generation and more seasoned drinkers alike, along with more affordable and more premium, collector's edition products to choose from.

### Why exhibit now?

TFWA Asia Pacific Exhibition & Conference provides a valuable opportunity to connect and open more sales channels while raising brand awareness in the region. We also look forward to rolling out our new product lines at the exhibition like the Akashi 12Yrs and Akashi Ruby and Akashi Tanzanite whiskies.

### What are your objectives?

We seek to open more sales channels, raise brand awareness, connect with and list our products into more duty free retailers, as well as launch our new product lines.

### What is your USP?

Shinano's uniqueness lies in bold, interesting flavour combinations that are not commonly seen in the market, and exciting collaborations and products that will pique the curiosity of many from novice to seasoned drinkers, to the collectors seeking rare and never-before-seen artistic pieces.



Here, we highlight a selection of the leading brands that are either debuting at TFWA Asia Pacific Exhibition & Conference this year or returning after an absence.



03

## Strange Nature

📍 **Basement 2/2-B11**

### Who are you?

In a short space of time, New Zealand owned Strange Nature has gained global recognition and as a result is now selling in the key duty-paid markets of Australia, UK, US and India. Strange Nature has specifically been available to the duty free channel for 18 months and has quickly amassed distribution across 12 international airports, its key retail customers are Lotte, Lagardère, Heinemann and Avolta.

### Who buys your products?

Strange Nature meets the growing traveller demand for extraordinary new luxury spirit brands. During Covid lockdowns consumers had no other choice but to make their favourite cocktails at home, due to their favourite cocktail bar being closed. This has resulted in consumers becoming more confident and educated in home cocktail-making, therefore seeking out new and strange ingredients.

### Why exhibit now?

The brand has a strong distribution in Oceania and now has a desire to grow its Asia duty free footprint.

### What are your objectives?

Purely and simply, Strange Nature is looking to make new acquaintances with duty free retailer buyers and category managers, from the Asia region and beyond.

### What is your USP?

Strange Nature gin is sourced from a rather delectable by-product – the pure spirit of New Zealand Sauvignon Blanc wine. Traceable from grape to glass, unlike many others, they know precisely the sustainably farmed source of where the base spirit is derived from. The pure white spirit is then distilled with the only botanical Strange Nature needs, the one that defines gin – juniper – giving it an unexpected taste profile.



04

## Chantecaille

📍 **Basement 2/2-M27**

### Who are you?

Chantecaille has established a luxurious standard in the world of plant-powered botanical skincare, fragrance, and colour cosmetics for over 25 years. From inception, the company has championed a 'naturally beautiful' ethos that has always been ahead of its time. Renowned for award-winning formulas, the brand is dedicated to pure ingredients, smart science, and animal conservation.

### Who buys your products?

Our customers span generations and come to us for both our chic colour and science-led skincare assortment that caters to all ages and skin concerns. They are passionate about the pure formulas, beautiful textures and visible results that Chantecaille products offer. They're also as deeply committed to our conservation projects as we are.

### Why exhibit now?

First and foremost, APAC remains a very important region in global travel retail. After a couple of gloomy Covid years, we see a very strong positive dynamism back in the TR region. Secondly, after an initial period of consolidation of Chantecaille into the Beiersdorf family, focusing on the back end, we are now ready and excited to go full speed on the front end and business development.

### What are your objectives?

TFWA Asia Pacific Exhibition & Conference gives us the opportunity to spread the 'beauty giving back' ethos of Chantecaille to excite new retailer partners and nurture existing relationships with our longstanding partners. We are looking forward to welcoming retailers into our own Chantecaille booth as we aim to create a beautiful botanical beauty experience.

### What is your USP?

Chantecaille is unique with our three key pillars – Philanthropy with a legacy of conservation and caring for our planet, Botanical ingredients with formulas drawn from florals, and Innovation of creating science-driven products that yield maximum results.



## Diversity and sustainability – beauty that cares

**M**avala CEO Doris Maute Bobillier said: “We want to develop more business in Asia and take advantage of the opportunities in India. We have been looking for a distributor and we are also trying to find a new distributor for Singapore. Asia is the future.”

Maute Bobillier explained: “In Asia, the focus is mainly on care – hand care, nail care, footcare and skincare.”

She revealed: “We have a new line of make-up, but caring make-up, and we have been working on diversity too, so have a new line of colours for this range from really light to really dark.”

Maute Bobillier additionally explained that Mavala has “been working with more sustainability messages and with recyclable plastics and simplifying things,” and added: “This all makes sense these days.”

 **Basement 2/2-K1**

## Beauty in Motion

**T**his year in Singapore, Shiseido Travel Retail is debuting the new travel retail exclusive range from Drunk Elephant, SEE YOURSELF IN A NEW FLIGHT, and the ultra-prestige THE GINZA Body Collection. The company is also exploring the key ‘Beauty in Motion’ trends in Asian beauty, wellness and travel that are shaping its expression in global travel retail. Speaking at the show, Pamela Shee, Senior Manager, Corporate Communications, Shiseido Travel Retail, said: “The first trend we are seeing is what we are calling the ‘active ingredient era’, and users these days are very savvy and are looking for science-based reasons and efficacy. The second trend is skin minimalism, so that is multi-tasking products and also clean beauty with ethically-sourced ingredients.”

Shee explained that another trend is “beauty and wellness unity”. “Then there is also a core trend for personalisation and the idea of consultation, which is co-created to



make something personal. The last trend we see is this idea of ‘cultured travels’. When we think about our products, we give them a sense of place.”

Shee referred to multiple brands being showcased by Shiseido Travel Retail, including beauty innovations from SHISEIDO, Clé de Peau Beauté, clean skincare brand

Drunk Elephant, sun care brand Anessa, retinol skincare line ELIXIR, unisex skincare SKUs for IPSA, and the new THE GINZA Body Collection; new cosmetics ranges from NARS; and fragrances from Serge Lutens, Issey Miyake and narciso rodriguez.

 **Level 1/1-T8**

# Munz is “booming” – the ladybird proves it brings luck and happiness

**T**he message is unmistakable: “Munz is booming”. Talking to the TFWA Daily in the exhibition yesterday Maestranzi’s Faozia Math-Ly-Roun, Senior Key Account Manager Business, was busy meeting several operators who were clearly taking a deep interest in both the Swiss chocolate products as well as the standalone point of travel exclusive point of sale materials designed to attract both children and gifting adults alike.

The “Swiss-quality” ladybird tin, and ladybird-themed chocolate, is a prominent feature of the POS display and Math-Ly-Roun explained why: “In Switzerland the ladybird is a great symbol of happiness and good luck – or ‘glück’ – and we’ve found it’s a good news story that travels a very long way and very well within Asia – it has just landed in Kuala Lumpur in addition to listings in Taipei, Bangkok, Hainan, and new listings in the Maldives and Abu Dhabi.”

 **Basement 2/2-F22**



# Style and romance



**E**xtend Beauty, through its Princesse Marina de Bourbon brand, is adding to its STYLE collection with the Majestic Style and Romantic Style fragrances; the former captures the essence of royalty and opulence with its floral bouquet and sensual notes whilst Romantic Style is a tender, playful scent with uplifting bright notes. Both launch in Asia in January 2025.

By contrast its next creation ‘Monsieur le Prince Gentleman’ embodies the essence of male elegance and refinement, capturing the timeless spirit of the modern gentleman. This spicy woody composition is a harmonious blend of warm and cool sensations. Already well received in domestic Asian markets it launches in travel retail later this year.

 **Basement 2/2-K9**



**TRAVEL WITH NATURE**

**Ricola**

**Looking forward to seeing you at the TFWA in Singapore**  
(Booth 2-H6)

## Heys Travel – a very fast-moving line ranging from unicorns to self-weighing Smart Luggage®

**S**peaking to the TFWA Daily in the exhibition yesterday, Emran Sheikh, President, CEO, Heys Travel, said: “We are able to innovate and bring to market new products within three months – twice as fast as other competitors.”

The new exhibitor at TFWA Asia Pacific Exhibition & Conference has a major presence here to showcase a product line which includes:

- The highly-fashionable Pastel and Astro ranges (featuring iridescent shine and holographic effects).
- Advanced models combining new light-strong materials (including Duraflex which is able to withstand impacts of up to 4,000lb).
- An extensive kids’ range including Disney, Paw Patrol, Martel, Peppa Pig and its own best-selling unicorn and sit-on designs.
- Smart Luggage® a technology that uses Bluetooth to notify the Heys Smart Luggage® app if your luggage is not within your immediate area – and also weigh your bag (as illustrated by Sheikh here). Crucially for airline safety, Smart Luggage® does not rely on Lithium-Ion batteries.

We’re happy to acknowledge here that Heys Travel is also the sponsor of your TFWA Daily Floorplan Supplement.

**Basement 2/2-G22**



## “Nowhere tastes like Australia”

**F**our Pillars Gin is displaying its range, while highlighting how the portfolio offers a sense of place and is a genial nod to Australia. Four Pillars Gin Founder and Distiller Cameron Mackenzie said: “Four Pillars Gin from Australia is a modern contemporary gin and not a dry style of gin. It’s made in a distillery that has been around for over 10 years now and it has a wonderful global reach and has won accolades all over the world.”

In terms of what the business wants to gain from exhibiting in Singapore this year, Mackenzie explained: “For us, what we want to get out of the show is to showcase these gins to the global market, particularly through Asia and through travel retail. We’ve been in travel retail now for about nine years, almost not that long after we first launched, and it has been so good for us to grow this business on a global level.”

Mackenzie added: “Particularly now, there is a lot of gin in the market. It is quite discerning now to be put on the shelf by a travel retailer, because they’ve got so much to choose from. Gin has a wonderful sense of place and most gins are trying to have almost a terroir about them. For us, it’s to do with native botanicals. Nowhere tastes like Australia.”

**Basement 2/2-E01**



# Santa Margherita: The Pinot Grigio pioneer innovates strongly in sustainable dimension

**S**anta Margherita's Elena Bermani, Global Travel Retail & E-commerce Manager, and Export Director, Giacomo Marzotto, talked with the TFWA Daily yesterday about their experiences at this year's TFWA Asia Pacific Exhibition & Conference.

"As we heard in the conference, 60% of the world's millennials live in Asia, so there is clearly a lot of untapped opportunity here," says Marzotto. "In our specific category the prominence of white and sparkling wine is a lot less in Asia than it is in Europe or North America – but I am a strong believer that this will change – and at a very fast pace."

Santa Margherita, which comprises nine different wine estates across six Italian regions (and one in Oregon's Willamette Valley) asserts it is strongly positioned in Asia "because of exceptional quality and good price compared to our French cousins."

Therefore, the fourth-generation family-owned business has a good presence in TR in Asia, including at Changi, in Korea, and at several other key airports. "We are also in Mumbai and Delhi and want to be bigger in India, we won't be hasty, but we want to do it," reflects Marzotto.

Meanwhile, Marzotto strongly believes that Santa Margherita now has other highly important contemporary value-benchmarks to stress to the industry: "With two biomass plants and over 2,000sqm of solar power, we have long-produced all our own



energy requirements – as a result our Pinot Grigio is certified as carbon neutral – indeed, having pioneered the modern winemaking methods of Pinot Grigio, now the second-biggest wine category after Chardonnay, Santa Margherita is again pioneering in an entirely new dimension of strong appeal to that crucial millennial segment."

**Basement 2/2-M3**

VALRHONA

DISCOVER OUR  
*Exceptional Gifts*

BOOTH 2-F28



**MAKING  
A POSITIVE  
IMPACT**

Learn more about our  
plant-based elements made  
from Brazilian sugarcane on

[www.LEGO.com/  
sustainability/environment](http://www.LEGO.com/sustainability/environment)

LEGO and the LEGO logo are  
trademarks of the LEGO Group.  
©2024, The LEGO Group. 95933\_EN



# Chocodate – coming to an airport near you soon

**C**hocodate is one of those delicious and great quality products that, like the author of this article, you may well have bought in Dubai Duty Free. Then, when you have got home and eaten them all, you wish you could buy more. Well that's changing as Notions Group, the maker of Chocodate, is a brand-new exhibitor at this year's TFWA Asia Pacific Exhibition & Conference and, with the deep interest shown by operators everywhere west of the UAE, it is very likely that Chocodate is coming to an airport near you soon.

In fact, away from travel retail, over 500,000 Chocodates are consumed every day across 70 countries. Made with three simple ingredients of high-grade chocolate enrobing an Arabian date in which the stone has been replaced with an almond, Chocodate was invented by Notion Group's CEO, Fawaz Masri, in 1992 and then quickly listed in Dubai Duty Free the following year. Since then it has become a chosen healthy and delicious treat for that whole chunk of humanity who love dates – and the equally surprisingly large numbers of people who don't ordinarily eat the fruit of the date palm which is so beloved in the Middle East.

Mazen Kaddoura, Notion Group's Global Sales Director Travel Retail and Duty Free, agrees: "Chocodate caters to a diverse demographic of consumers who appreciate gourmet delicacies and seek a combination of healthy benefits and indulgence in their snacks. Our products make the perfect gift for any occasion."

As we all know, the magic of travel retail is that it introduces the peoples of the world to new brands and experiences and so it is true with Chocodate, which now has a big following in significant markets such as China, India, Korea, and as far as Australia.

With an extensive and diverse product



assortment – including vegan versions – Kaddoura now thinks the time has come to follow that up with listings in the many airports where Chocodate has a fanbase and, judging by his experience with operators this week, that is looking increasingly likely.

**Basement 2/2-J30**

# Kinderini and Rocher novelties promote Asian growth

**F**errero is presenting new gifting innovations for Asian buyers and partners at the show, with its Kinderini La Biscotteria concept.

Launched in travel retail at TFWA World Exhibition & Conference in Cannes, this first biscuit with 18 different designs is aimed at families travelling with young children and takes the heart of the iconic Kinder brand into the biscuit category.

"Our main focus is to deliver novelties that create excitement for shoppers of all ages," said Sergio Salvagno, General Manager, Ferrero Travel Market. "Asia is a vital market for Ferrero and with recovery approaching pre-pandemic levels, we are delighted to see clear signs of growth across the region, driven by key partners in major hubs. Innovation is fundamental to Ferrero and our main focus is to deliver novelties that separate us from our competitors especially during the busy summer period when families are travelling together. Last year we launched three milk,



dark and white flavour chocolate tablets under the Ferrero Rocher power brand and in Singapore we have introduced an elegant Ferrero Rocher gold tin containing 24 pralines, a perfect gift that can be used as a flower vase."

**Basement 2/2-F38**

TFWA

**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

**Franck Waechter**

Managing Director  
f.waechter@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

**Jessica Mason**

Assistant Editor

**Tom Aspel**

Head Designer

tom@aspelcreative.com

**Grant Pritchard**

Photographer

photography@grantpritchard.co.uk

**PPS Publications Ltd**

post@pps-publications.com

© PPS Publications Ltd 2024

TFWA

WORLD  
EXHIBITION &  
CONFERENCE

THE DUTY FREE  
& TRAVEL RETAIL  
GLOBAL SUMMIT

29 SEP - 03 OCT 2024 CANNES

TRAVEL INTO THE FUTURE



# Dubai Duty Free

Adding a surprising touch to your travels.

40<sup>th</sup>  
anniversary  
1983-2023

Celebrating four decades of retail service at Dubai Duty Free. Since the start of our journey in 1983, we've aimed to be a world-class shopping destination offering a first-class customer service and a wide range of exceptional products. What's kept us excited over 40 years? Our dedication to surprising you at every turn.



Full of surprises.