

# APTRA announces regional webinar series for 2021: The APAC Dialogue

In partnership with *The Moodie Davitt Report*, Asia Pacific Travel Retail Association (APTRA) has announced a pioneering regional webinar series for 2021. The first webinar of the series will be held in early March.

Featuring a rolling set of one-day programs every two months, each edition of The APAC Dialogue will be dedicated to a different theme, region or country. With revenue generation coming from selective high-profile sponsorship opportunities, the series will be free of charge for delegates.

“Never has APTRA’s role – built around the strategic pillars of advocacy, networking and knowledge – been more critical. At a time of profound change in the global travel retail and airport commercial revenue sectors, we need a platform to network, share our reports and drive recovery in the sector through information sharing.

However, because of the health, logistical, time and cost constraints of the COVID-19 pandemic, meeting face-to-face to network and share information has become extremely difficult and will remain so for some time to come.

We recognize the success of the inaugural Moodie Davitt Virtual Travel Retail Expo last October – in particular, the well-received APTRA Exchange session – hence we have partnered [with *The Moodie Davitt Report*] to jointly launch The APAC Dialogue, a virtual program that will benefit APTRA members and the industry at large while we all navigate a reshaped, post-COVID travel retail world,” says Sunil Tuli, President, APTRA.

The event sponsorship will allow APTRA to concentrate on increasing its advocacy work, by supporting the industry on appeals of relief and helping to develop public health protocols to enable travel retail to re-open.

“We are honored to work with APTRA, which has proven such a proactive association throughout the crisis. Each market in Asia Pacific has its own characteristics, challenges, opportunities and players, and by creating a series of curated events we can address the specific needs of various travel retail communities in a way that has never been done before.

Our recent experience with the Virtual Travel Retail Expo tells us that there is a real demand to hear from industry stakeholders and leaders about the evolution of the market – without having to travel to do so.

The ‘Knowledge Hub’ format including the excellent APTRA Exchange session at the Virtual Expo was successful indeed, attracting consistently sizable audiences and tremendous engagement.

We plan to build on this winning formula with The APAC Dialogue, a program that is open and free to all, and which will certainly help the Asia Pacific travel retail sector’s recovery,” adds Martin Moodie, Chairman, *The Moodie Davitt Report*.