

APTRA details Singapore event program

The Asia Pacific Travel Retail Association (APTRA) is to host the APTRA Exchange 'Changing Dynamics in Asia Pacific' event, live in Singapore, on Tuesday, 10 May.

Held during the TFWA Asia Pacific Live program, this will be the association's first at-scale, in-person event in its home city state of Singapore for three years.

Highlights of the APTRA Exchange 'Changing Dynamics in Asia Pacific' include:

Gordon Clark, Vice President, Business Development, ForwardKeys will present 'What's on the horizon for the travel retail sector - key learnings during a pandemic', disclosing the latest air ticketing data, airport traveler volumes, shifts in consumer behavior and a look at which Asia Pacific destination is rising from the ashes in 2022.

'Changing Dynamics in Wine & Spirits' will explore how new consumer trends create opportunities for brands and retailers in drinks and beyond, the role of omnichannel and how global brands see travel retail.

The panel discussion will feature Aude Bourdier, Vice President Managing Director, Global Travel Retail, Brown-Forman; Luke Maga, Head of Europe & Global Travel Retail, Distell International; Barry Geoghegan, Founder & Commercial Director, Duty Free Global; and Steve Timms, CEO Lotte Duty Free, Oceania. This panel will be moderated by Kapila Ireland, Editor of *Duty-Free News International*.

With sustainability a key focus for APTRA's research and advocacy work in 2022, the APTRA Exchange finishes with 'Future proofing for a changing CSR landscape', a panel discussion that considers the growing need for the trinity of airports, brands and retailers to address CSR requirements, eco-friendly fit-outs as a key metric in successful tenders and business operations and the different dynamics of brands and retailers in this respect.

Contributors will include Alexander de Nerée tot Babberich, Global Account Manager Airlines, Heineken Global Duty Free; Chris Morris, Director & Partner, Concourse; Simon van Moppes, General Manager, North Asia Travel Retail, Pernod Ricard; and Sunil Tuli, Group Chief Executive Officer, King Power Group (Hong Kong) and President of APTRA. Luke Barras-Hill, Managing Editor of *Travel Retail Business* will moderate.

Extending an invitation to delegates to attend the APTRA Exchange, APTRA President Sunil Tuli said: "We are excited to be back to meeting industry colleagues and friends again and we congratulate TFWA on bringing together around 600 delegates in person, in Singapore. As a globally dispersed industry, networking face-to-face is essential to creating business relationships. The APTRA Exchange builds on that opportunity with a session packed with insights and knowledge sharing on several of the key factors shaping the dynamics of travel retail, such as consumer trends, the growing significance of CSR in tenders, omnichannel and the value of travel retail as a brand-building channel.

"We are delighted to have a strong line-up of speakers and we are grateful for their contribution. Additionally, we'd like to thank our sponsors Bacardi, Distell, Heineken, Lindt and Pernod Ricard for their valued support."