

Bogotá beckons: Pre-registration opens for 2024 ASUTIL Conference



The 2024 ASUTIL Conference is set to take place in Bogotá, Colombia on June 19 and 20 and attendees can now secure their spot by pre-registering for the event, with registration open until Friday, June 7.

Early bird registration rates are available until Tuesday, April 9. Fully registered delegates can enjoy special rates at the conference's hotel venue and will receive a link to book their stay.

The ASUTIL Conference will take place at the Hilton Bogotá Corferias, and building on the success of the 2023 collaboration, will once again be managed by TFWA. An Opening Cocktail will take place on the evening of June 18, with further social activity on June 21.

The event has already secured sponsorship from major operators and providers, including Avolta, Attenza, Colonia Express, Carilux Duty Free, Avianca, Mondelēz, and JTI. Limited opportunities are still available for other brands to support the conference.

According to the event organizers, Bogotá, the chosen stage for this year, will provide a vibrant backdrop for the duty free and travel retail community to unite, and alongside the business there will be plenty of opportunity to enjoy the beauty and culture of Colombia.

Carlos Loaiza-Keel, ASUTIL General Secretary, said, "The ASUTIL Conference was eagerly anticipated and in demand. With TFWA's management, we succeeded in making Buenos Aires a memorable event, where we confirmed our conviction about its identity and uniqueness. TFWA will once again collaborate with ASUTIL to make Bogotá an even better event. A city that deserves the opportunity to be known for its thriving market and vibrant culture. We will have a hotel tailored to our networking and socialization goals, a distinguished list of speakers, and the support of our members and sponsors to make everything unforgettable. We cannot be more excited and enthusiastic."

Erik Juul-Mortensen, TFWA President, added, "The South American duty free and travel retail market is dynamic, rapidly growing and brimming with potential. We are proud to once again support ASUTIL to champion the ASUTIL Conference in Bogotá. Working alongside the ASUTIL team last year was a terrific experience, and this was reflected in the success of the event. We are really looking forward to reconnecting with friends and colleagues from across South America in Bogotá, as we explore the vast commercial potential of this region once again."