

# Dag Rasmussen to deliver keynote address at Summit of the Americas

IAADFS confirms that Dag Rasmussen, Chairman and Chief Executive Officer of Lagardère Travel Retail, will deliver the keynote address on Monday, April 11, at the start of the 2022 Summit of the Americas.

Rasmussen has more than three decades of travel retail experience at Lagardère Travel Retail and has served as Chairman and Chief Executive Officer since 2011. He has been instrumental in working with his teams to turn travel retail into a core activity for the Lagardère Group.

"I am delighted that Dag will be joining us as our keynote speaker to kick off our excellent conference program, **commented IAADFS Chairman Rene Riedi**, adding, "his depth and breadth of experience in travel retail will allow him to share some unique perspectives for our attendees."

**Michael Payne, IAADFS President and CEO, commented**, "Lagardère Travel Retail has been a key industry player, and I know our attendees will benefit from Dag's insights. We are honored to have him as our keynote."

During his presentation, Rasmussen is expected to share his thoughts on the status of the industry and its recovery from the COVID crisis. He will also provide information on how Lagardère Travel Retail has weathered the crisis, and what the industry can expect to see from his company in the near future. Rasmussen joins an already strong lineup of sessions confirmed for the 2022 Summit of the Americas.

For more information on these sessions, visit [www.2022summitoftheamericas.org/Sessions](http://www.2022summitoftheamericas.org/Sessions). Industry colleagues are reminded that this Friday, February 25, is the deadline for discounted registration, and March 11 is the deadline to book rooms in the official hotels for the Summit, which are the Hilton West Palm Beach and the West Palm Beach Marriott. Registration and housing details are provided at [www.2022summitoftheamericas.org](http://www.2022summitoftheamericas.org).