

# DFWC creates recovery protocol and requests contributions from the industry

The Duty Free World Council (DFWC), which represents the duty- and tax-free industry globally, has put out a call for the industry to develop a united approach to recovery after the devastation wrought by the COVID-19 pandemic.

While some companies within the industry have begun to formulate their own recovery plans, the DFWC suggests that the duty free industry would be wise to create its own agreed-upon approach to re-opening, as have the aviation and maritime sectors. This is especially the case when several different operators run concessions at the same location. The organization stresses the need to ensure the trust of governments, landlords and customers.

The DFWC has begun work on a framework protocol, and is inviting businesses to contribute as quickly as possible, to help create a united global response with overarching guiding principles, especially in cohesion with the cruise lines, airports and other travel-related industries. "The DFWC is already working in an umbrella task force with these associations and many more in the travel and tourism sector, under the auspices of the World Travel and Tourism Council," says the DFWC in a press release.

The organization requests that companies go to [www.dfworldcouncil.com](http://www.dfworldcouncil.com) to review the recovery framework protocol, which will be available by May 8<sup>th</sup>. Contributions and suggestions will be reviewed and used to create the final protocol.

The DFWC Academy will then build on the final protocol by developing a training program for staff returning to work. Companies will be able to use this as procedure, or it can be individualized to the company.

Any questions should be addressed to the Duty Free World Council, to the appropriate regional associations or to TFWA.