

Duty Free World Council Academy China to launch at TFWA AP



The [Duty Free World Council \(DFWC\) Academy China](#) will be formally launched at the [TFWA Asia Pacific Exhibition & Conference](#) in Singapore next week.

Recognizing the importance of the Chinese duty free and tax free market, all Academy courses will be available in Mandarin, in addition to English and Spanish, from May 8. In partnership with Amberich International (HK) Ltd and Ceventas Pty Ltd, a platform has been created through which students can enrol and access DFWC Academy courses in [Mandarin](#), and can receive 24/7 support in Mandarin where needed.

According to the DFWC, the creation of the platform is to address the lack of highly trained staff in the duty and tax free market in some areas in China. DFWC Academy courses are intended to complement retailers' and brands' in-house training programs. The flagship Certificate in Duty Free and Travel Retail is designed primarily for frontline retail staff and provides a holistic overview of the global industry, the specific characteristics of the channel, and deep insights into shoppers' expectations and behaviors.

DFWC President Sarah Branquinho stated, "This is an exciting development for the Council and the Academy, and is testimony to the Council's commitment to raising industry standards globally. Attracting and retaining highly competent and motivated talent within our industry is critical to its long-term development and is a significant global challenge today. The provision of Academy courses in Mandarin will help address this challenge in the fast-growing Chinese market."

Amberich ex-Managing Director, Jason Cao, now the Ambassador of DFWC Academy China added, "We are very excited that the DFWC Academy China Certificate program is officially launching in May at TFWA Singapore after one year of hard work. Amberich's talent development team are proud to partner with the DFWC, in the creation of the DFWC Academy China learning platform."

A DFWC Academy information booth will be present at the TFWA Asia Pacific Exhibition and Conference from May 8 to 11.