

# FDFA highlights advocacy work and future of Canadian DF

At today's Summit of the Americas education session entitled *Regional Recovery, Global Context*, Barbara Barrett and Tania Lee of Frontier Duty Free Association (FDFA) gave an in-depth presentation of the Association's advocacy work through the pandemic and looked at the future of the industry in Canada.



Barbara Barrett, Executive Director, FDFA

FDFA formed alliances with other tourism associations to advocate for the reopening leading to the passing of Bill C-2 through the creation of the Coalition of the Hardest Hit Businesses. Bill C-2 named land border duty free one of only 20 qualifying industry groups, Barrett explained. Throughout her presentation she highlighted the major developments of the pandemic and government response, including the reopening of unessential businesses, the introduction of the ArriveCAN app, the steep cost of required PCR tests and more.

Barrett noted lessons learned from the Association's work: it is necessary to have an advocacy plan, the importance of leveraging the media and social media, and it is critical to seek like-minded allies to make the group voice louder and stronger.

Before wrapping up the FDFA presentation, Barrett highlighted how the pandemic also proved the industry's mightiness in Canada.

"Duty free industry is strong and resilient," she said.



Tania Lee, Vice President of Sales, Blue Water Bridge Duty Free, and President, FDFA

After looking back, Lee discussed future opportunities, including the need to get people back to their regular travel habits following the major disruption caused by the pandemic.

"Thank you for letting us tell our Canadian story," Lee said.

The session, moderated by Tax Free World Association Managing Director John Rimmer, focused on the regional challenges and opportunities facing the Americas duty free and travel retail industry and global issues that impact the region, including important advocacy issues. The panel of speakers included both Lee and Barrett, as well as Cyril Letocart, CEO, Lagardere Travel Retail Peru; and Cameron Gray, Managing Director, Penta Group.