

# FDFA introduces 'Back to Business' virtual summit

Frontier Duty Free Association (FDFA), the industry association for Canada's land border duty free shops, is to hold a virtual summit for operator members from November 15-18, 2021.

The newly conceived summit will feature working sessions designed to help get stores back to business. Areas to be covered will include working with some suppliers who have seen major supply-chain disruptions. The goal of the three-day virtual event will be to help stores revitalize innovation, facilitate inventory management and supplier connections.

"Land border duty free stores have been essentially closed since March 2020 and during that time there have been changes in the supply chain and inventories have been depleted," said Barbara Barrett, FDFA Executive Director. "Operators need to acquire up-to-date product and innovations."

Traditionally bringing together duty free store owners, suppliers, distributors and major sponsors from across Canada, FDFA's convention enables like-minded professionals to collaborate, innovate and celebrate the duty free industry.

The association has set a date to hold the FDFA 2022 Convention from November 14-17, 2022, with location and details to be determined.

"With the border partially open, it is time to get them ready for being back to a regular business flow," said Barrett. "We are excited to be able to connect again, even if only virtually, and certainly excited to be able to talk about getting back to business."

Additionally, the association will be introducing a new Brand Discovery Program in the new year to facilitate sourcing new competitive products globally for Canadian land border duty free stores. Details will follow in coming months.