

# MEADFA announces 2024 Awards to recognize excellence in Middle East & Africa TR

The Middle East & Africa Duty Free Association (MEADFA) has unveiled details for its third annual MEADFA Awards, scheduled for November 18, 2024, during the MEADFA Conference in Abu Dhabi, UAE.

Embracing the spirit of collaboration and creativity, the MEADFA Awards praise the perseverance of those who have transformed challenges into significant achievements for success. We are also grateful to our esteemed judges for their unwavering commitment and efforts in recognizing excellence within our industry.

**Sherif TOULAN**

*MEADFA President*



The awards aim to honor innovative, dynamic and world-class travel retail specialists in the Middle East & Africa Region. MEADFA President Sherif Toulan emphasized the awards' focus on celebrating perseverance and creativity in transforming challenges into achievements.

The MEADFA Award Committee comprises:

1. Dr. Bernard Creed – MEADFA Treasurer (Committee Chair)
2. Mr. Isaias Diaz – MEADFA Board Member
3. Mr. Rob Marriott – MEADFA Vice President
4. Mr. Sherif Toulan – MEADFA President
5. Ms. Micheline El Ammar – MEADFA Operations Manager

The Jury Committee includes:

1. Ms. Rita Chidiac - Independent Public Affairs & Advocacy Expert
2. Ms. Marina Giuliano - VP Brands, Retailers and Media, Forward Keys
3. Mr. Richard Gray - Independent Retail Consultant
4. Mr. John Hume - Senior Advisor, Penta
5. Mr. Martin Sabbagh - CEO for the Middle East and Africa, JCDecaux

The award committee extends an invitation to all companies, encouraging them to showcase their exceptional accomplishments across a diverse range of business domains. Winners will be announced during the MEADFA Conference 2024 taking place in Abu Dhabi, UAE on November 18th, during the Gala Dinner event co-hosted by Abu Dhabi Airports and Avolta.

**Dr. Bernard CREED**  
*MEADFA Treasurer & Award Committee Chair*

A portrait of Dr. Bernard Creed, a man with short grey hair and a mustache, wearing a dark blue suit jacket, a light blue shirt, and a yellow patterned tie. The portrait is set within a white hexagonal frame with a gold border.

This year's award categories are:

1. Best Retailer Award: Recognizing organizations demonstrating excellence across their business, innovation in customer service and contributions to regional travel retail development.
2. Best in Marketing Strategy of the Year Award: Honoring organizations that lead with adaptable and customer-driven engagement, particularly those using innovative platforms and dynamic content.
3. Sustainability and CSR Award: With subcategories for Best Green Achiever, Best Sustainable Brand, Sustainable Retailer of the Year and Best CSR Performance.
4. Customer & Supplier Award: Including subcategories for Outstanding Achievement in customer satisfaction, Innovative supplier of the year and Excellence in Supplier Collaboration.

5. Lifetime Achievement Award: Selected by MEADFA to honor an outstanding leader who has significantly impacted the travel retail industry's sustainability, strategy, culture and development. No entry is required.

Winners will be announced at the Gala Dinner co-hosted by Abu Dhabi Airports and Avolta during the MEADFA Conference 2024.

Dr. Bernard Creed, MEADFA Treasurer and Award Committee Chair, invites all companies to showcase their exceptional accomplishments across various business domains.

Companies interested in submitting entries should contact MEADFA Operations Manager Micheline El Ammar at [info@meadfa.com](mailto:info@meadfa.com).