

## MEADFA creates membership committee



Roger Jackson will chair MEADFA's new membership committee

In an effort to improve and develop association activities, the Middle East and Africa Duty Free Association (MEADFA) board has started a new membership committee formed by Chairperson Roger Jackson, Board member and representative of Wine & Spirits category; Bernard Creed, Treasurer; and Micheline El Ammar, Operations Manager.



MEADFA President Sherif Toulan is confident that Jackson will successfully lead the new committee

MEADFA President Sherif Toulan stated: “The initiative will focus on developing new activities that will serve MEADFA members, aiming to set a benchmark of quality to MEADFA membership program. I am confident that Roger will successfully lead this committee with the full support of the MEADFA board and myself.”

Roger Jackson added: “I am honored to take this role and work closely with Bernard and Micheline under the guidance of the MEADFA board. Our objective is to build on the existing network by encouraging strategic introductions, we will continue striving with the MEADFA advocacy activities, extend and develop the existing training & forums offered to our members with a future projection on developing regional market research and studies creating as such, awareness on the market potential in the Middle East and Africa region.”