

MEADFA hosts annual training event



A record number of 38 delegates from various MEADFA Member organizations participated in The Annual MEADFA Training event held from June 24-26 at the Roda Al Bustan Hotel in Dubai, United Arab Emirates.

For the fourth consecutive year, marketing and sales executives were invited to the MEADFA Forum to share their knowledge and explore the latest innovative trends in travel retail business.

Founder and CEO of Laurel & Tercel Ms. Iman Ousseyan facilitated this year's topic: Mega Forces Shaping the Travel Retail Business Through 2030 "Revolutionizing the Travel Retail Business."

The Board introduced the MEADFA "Learning Together" plan, a pioneer initiative of bringing employees from various travel retail markets together demonstrating MEADFA's commitment to contribute to the development and growth of the travel retail industry.

Since its launch in 2006, around 25 Learning & Development programs have been successfully delivered to over 550 delegates who benefited from MEADFA "Learning Together" plan.

The goal is to create a platform where people from travel retail business meet to exchange experience from the various Duty Free operations and acquire new learning that shall help facilitate their duties and improve their productivity.

MEADFA with the expertise and knowledge of the instructor and moderator Ms. Ousseyan, has been focusing on introducing the New World of Marketing tools starting from Customer Relationship Marketing, Online Marketing, Social Media and Interactive Marketing to bringing Sales & Marketing to plan and achieve together.

This year's session was about exploiting the future of travel retail business throughout 2030 and beyond. The objective was from the beginning to revolutionize the travel retail industry and bring it on par with the global changes that are affecting the industry.

The continuous increase in number of delegates and the eagerness to continue to attend MEADFA

training programs and forums year after year prove MEADFA's commitment to development of people. MEADFA, by using its resources, created this platform to support its members and provide them with the latest market trends, information and skills.

MEADFA President, Mr. Haitham Al Majali, commented: "We are proud to be able to bring the delegates from so many different markets together every year to such a high-level Learning & Development event. The sharing of experiences is invaluable. I'm sure the benefits will be immediately visible to all with the increased productivity of the delegates."

