

# MEADFA Road to Recovery webinar

MEADFA has announced an upcoming advocacy group webinar discussing the road to recovery for duty free and travel retail in Africa and the Middle East. The webinar, which will be dedicated to the recovery of duty free and travel retail in the MEADFA region from an advocacy point of view, will feature the following speakers:

- Sarah Branquinho, President, Duty Free World Council
- Rita Chidiac, Secretary General MEADFA Advocacy Working Group
- Alan Murray Hayden, Head of airport, passenger and security products, IATA

Travel retail associations such as MEADFA are always working hard on the industry's behalf, and at no time more than right now. The aviation industry — including airlines and airports — is suffering immensely right now, and MEADFA wants to ensure that travel retail is recognized for its contribution to recovery.

Non-aeronautical revenue such as duty free and travel retail sales help provide valuable financial support to the aviation industry, but MEADFA sees a long road ahead in convincing decision makers of travel retail's importance.

During the webinar, MEADFA will share the current proposal for recovery for the industry, to give some perspective for the rest of the year and to examine the major regulatory threats that could hamper the duty free and travel retail industry in Africa and the Middle East.

John Hume will moderate the one-hour webinar, which will commence at 3pm UAE time on March 29.

To register, go to [https://zoom.us/webinar/register/WN\\_KaxyagXSSwOkWu...](https://zoom.us/webinar/register/WN_KaxyagXSSwOkWu...)