

MEADFA welcomes new president, board members and officers



Rob Marriott, CEO Aer Rianta International Middle East, is the new MEADFA President

The Middle East & Africa Duty Free Association (MEADFA) has welcomed Rob Marriott, CEO Aer Rianta International Middle East as its new President.

He assumes the role for the 2025-2027 term from Sherif Toulan, IDF Trading & Agencies CEO.

Changes to the MEADFA leadership were made during the association's 24th Annual General

Meeting in Dubai on March 25. The newly elected leadership will guide the association through the next phase of industry transformation, with a strong focus on advocacy, sustainability and innovation.

“As MEADFA enters a new chapter of leadership, the association reaffirms its dedication to protecting and promoting the interests of the duty-free and travel retail industry,” the association stated. “MEADFA remains committed to advocating for its members, ensuring their voices are heard, strengthening regional partnerships, and driving industry progress in an ever-evolving global landscape.”

The affiliate members of MEADFA elected their category group representative to serve on the MEADFA Board with Confectionery Category represented by Mazen Kaddoura, Global Sales Director Travel Retail & Duty Free, Notions Global; Tobacco Category by Milika Kalyati, Corporate Affairs & Communications Manager, JT International and Liquor Category by Roger Jackson, Managing Director, Organico Solutions.

The elected officers are President, Rob Marriot, CEO, Aer Rianta International Middle East (ARIME); Vice President, Abdeslam Agzoul, CEO Middle East & Africa, Avolta; Secretary General, Karl Raphael, CEO, Chairman, Aphrodite SARL and Treasurer, Dr. Bernard Creed, Senior Vice President - Finance (Retail & Leisure), Dubai Duty Free.

The elected Board members include Chichi Maponya, Co-founder and Executive Chairperson, Africa Travel Retail; Isaias Diaz, General Manager, Dufry Maroc; Bernard Schlafstein, Sales Director Middle East & Africa, Gebr. Heinemann; Sherif Toulan, CEO, International Duty Free Trading & Agencies; Haitham AL Majali, CEO, Jordanian Duty Free Shops; Dr. Munif Mohamed, CEO, Lagardère Travel Retail Middle East and Philippe Marguerite, President TFWA.

ELECTION RESULTS TERM 2025-2027

OFFICERS



Mr. Rob Marriott
CEO, ARIME



Mr. Abdeslam Agzoul
CEO Middle East & Africa,
AVOLTA



Mr. Karl Raphael
CEO, Chairman,
Aphrodite



Dr. Bernard Creed
Senior Vice President
Finance (Retail & Leisure),
Dubai Duty Free

BOARD MEMBERS



Representing the
Confectionery Category

Mr. Mazen Kaddoura
Global Sales Director -
Travel Retail & Duty Free,
Notions Global LLC



Representing the
Tobacco Category

Ms. Milika Kalyati
Corporate Affairs &
Communications Manager,
JT International



Representing the
Liquor Category

Mr. Roger Jackson
Managing Director,
Organico Solutions FZCO



Mrs. Chichi Maponya
Co-founder and
Executive Chairperson,
Africa Travel Retail



Mr. Isaias Diaz
General Manager,
Dufry MAROC



Mr. Bernard Schlafstein
Sales Director Middle
East & Africa, Gebr.
Heinemann



Mr. Sherif Toulan
CEO, International Duty Free
Trading & Agencies Ltd



Mr. Haitham AL Majali
CEO, Jordanian Duty Free Shops



Dr. Munif Mohamed
CEO, Lagardère Travel
Retail Middle East



Mr. Philippe Margueritte
President TFWA

Sherif Toulan said, "Serving as President of MEADFA for two consecutive terms has been an incredible honor. Over the past four years, we have faced challenges, embraced new opportunities, and strengthened our industry's position across the Middle East and Africa. I am proud of what we have achieved together, and I have full confidence that the new leadership will continue to drive the association forward with the same passion and commitment."

Rob Marriot, President of MEADFA, commented, "It is a privilege to lead MEADFA at this pivotal time for our industry. Our focus will be on strengthening collaboration among stakeholders, driving meaningful innovation, and ensuring that the voice of travel retail in the Middle East and Africa is represented. Together, we will work towards strengthening the resilience of our industry, address emerging challenges, and unlock new opportunities for sustainable growth."

Abdeslam Agzoul, Vice President of MEADFA, added, "MEADFA has long been a cornerstone in advancing the interests of our industry, and I am honored to take on this new role. I look forward to supporting MEADFA's initiatives, working closely with the new board and officers, and contributing to the continued success and growth of the association across the region."

Roger Jackson, Representative of the Liquor Category seat, said, "I am truly honored to be re-elected to the MEADFA Board, representing the Liquor Travel Retail Industry. It is a privilege to work alongside such dedicated professionals in shaping the future of duty-free across the Middle East and Africa. I look forward to driving innovation, tackling challenges, and contributing to the continued growth and success of MEADFA."

Milika Kalyati, Representative of the Tobacco Category seat on the MEADFA board commented, "I am honored to continue serving on the MEADFA Board for a second term, representing the Tobacco category. Over the past years, we have made significant progress in addressing industry challenges and fostering collaboration. I look forward to building on this momentum and working closely with my fellow board and MEADFA members to further strengthen the duty-free industry across the region."

Mazen Kaddoura, Representative of the Confectionery Category, said, "I am honored to represent the Confectionery members category on the MEADFA Board for 2025-2027 and thank the members for their trust. On behalf of Notions Group, founded by Mr Masri, a veteran of travel retail in the region, I look forward to addressing category challenges, sharing best practices, and strengthening our voice within the association to drive growth and collaboration across the industry."

Further AGM news

With strong participation from MEADFA's members, the AGM provided a platform to review key achievements, discuss industry challenges, and outline strategic priorities for the future.

MEADFA continues to expand its membership, with 72 members now part of the association.

The Advocacy Committee, chaired by Rob Marriot, highlighted key accomplishments from 2024, including proactive involvement in the campaign to protect the duty-free sector led by DFWC, ongoing collaboration with regional organizations and the enhancement of advocacy efforts through strategic initiatives. Looking ahead, the committee will prioritize strengthening regulatory engagement, promoting industry-friendly policies, and fostering deeper partnerships with global and regional stakeholders.

MEADFA's Sustainability Committee, led by Dr. Munif Mohammed, underlined its commitment to supporting members in adopting sustainable practices. Recognizing that addressing sustainability challenges requires a shift in mindset, from seeking competitive advantage to embracing

collaborative advantage, the committee is driving initiatives aligned with broader ESG goals. These efforts aim to foster industry-wide progress and meaningful partnerships for a more sustainable future.

During the meeting, MEADFA Treasurer, Dr. Bernard Creed, presented the 2024 financial report and projections for 2025, ensuring transparency and accountability in the association's financial management.