

TFWA announces 2021's Asia Pacific event will take place in Hainan

In a meeting held November 27, 2020, the TFWA Management Committee decided at its meeting this morning that the 2021 TFWA Asia Pacific Exhibition & Conference will be held in Sanya, Hainan, in May of 2021. Previously, the event has always been held in Singapore. This change perhaps gives some indication of the ever-growing importance of the Chinese market, both in and outside of the country. This is especially true of Hainan, which has domestic traveler numbers that are outpacing those of a year ago, giving recovery hope to the rest of the world.

“Hainan, as a dynamic and fast evolving part of China and a centre of recovery in our business, is the perfect location for this, the first chance for us to come together once again as an industry. I'm sure that you will welcome this opportunity as much as I do, as we begin what we hope will be a fresh start for duty free and travel retail,” said TFWA President Alain Maingraud.

As previously announced, the exhibition and conference will combine physical and strong digital elements, and will comprise three components:

Discovery - a chance to explore new products and the latest trends, online or physically

Networking - the opportunity to reconnect with business partners live, and via e-meetings and events

Learning - a high quality programme including a conference and workshops

More details will be announced shortly.