

# TFWA announces China Reborn virtual event in December



The Tax Free World Association (TFWA) has unveiled it will host a virtual event from December 1st to 3rd focusing on the recovery of the duty free and travel retail industry in China. The event will feature a range of seminar sessions. It is part of a series of online events to be organized by TFWA in the second half of 2020, beginning with the Sustainability in Travel Retail webinar on July 16.

During the China Reborn event, insights on the recovery of the industry in China, including the latest traffic data, market developments, changes to shopping habits and online integrations across the market will be explored. TFWA's ONE2ONE meeting service, linking brands, retailers, airports and other decision-makers in China, will be available via a new virtual platform during the event, giving attendees the invaluable opportunity to re-connect and network ahead of 2021.

"TFWA is delighted to restate its commitment to the Chinese market through the launch of this unique event, which will allow our members to reconnect with key retailers and other stakeholders at a time of change. A re-emergent Chinese market will play a central role in the rebirth of the global industry, and we are looking forward to working with our partners in China on this initiative," TFWA President Alain Maingreud

More information on the seminar sessions, ONE2ONE meetings and how to register for the event to follow.