

# TFWA announces new digital platform & events program to support TR

The TFWA Board has outlined plans for a number of new initiatives aiming to provide the duty free and travel retail industry with the vital platforms and resources it needs to re-build, as the association announced further support for the industry through its upcoming trade events and new digital platform.

At a press conference earlier today, Jaya Singh and the TFWA Board thanked its permanent staff and Management Committee for their hard work and resilience during this difficult time. The board went on to explain how its decisions are made with the entire industry in mind and the acknowledgement of TFWA's central philosophy: by the trade for the trade.

During the conference, the association announced the creation of a new online platform called TFWA 365. The platform will be launched at the TFWA Asia Pacific Hainan Special Edition digital event, held from June 21 - 24. TFWA 365 is a permanent resource that will provide year-round support and a range of services for TFWA members and industry partners. Looking ahead, the digital platform has the ability to complement physical meetings and events.

TFWA also announced a strong program for the TFWA Asia Pacific Hainan Special Edition online conference and workshops including high-level panel discussions featuring the world's leading retailers and travel associations.

Detailed plans for the TFWA World Exhibition & Conference have yet to be finalized and a number of contingency measures are in place to meet the requirements of rapidly changing circumstances. However, the board stressed the considerable demand and desire from across the industry for a physical event and the importance of the personal relationships that serve as its foundation. TFWA assured that whatever the format of this event, the association will make every effort to provide the platform the industry so desperately requires. Among the new offers will be a Hosted Buyers Program, which will give delegates an unrivalled opportunity to engage with key contacts, essential to the success of any virtual or live trade event.

"[What we're trying to do from a planning and approach perspective is adopt a principle of flexibility catering to every possibility in terms of security needs and personal desire to attend a physical or virtual alternative. As the situation, which is changing all of the time, evolves we'll be in a position to exercise the optimal option closer to the date,]" says Singh.