

# TFWA Asia Pacific attracts leading brands, retailers, airports and landlords



A substantial number of retailers, brands, airports, and landlords from all corners of the globe have confirmed their attendance at the upcoming TFWA Asia Pacific Exhibition & Conference in Singapore.

As the Asia Pacific region returns to strength, a large cohort of Chinese retailers and airports, which were absent from the 2023 event, have confirmed their participation. Additionally, global and regional duty free distributors across a broad spectrum of product categories are set to attend with substantial delegations.

TFWA members who wish to connect with their business partners at TFWA Asia Pacific Exhibition & Conference and have not yet secured their stand in Singapore can reach out to the team at [commercial@tfwa.com](mailto:commercial@tfwa.com).

For the first time, this year's TFWA Asia Pacific Exhibition will open on the same day as the conference. The full list of exhibitors can be viewed [here](#).

In addition, the return of TFWA i.lab Asia, on level 1 of the Marina Bay Sands, will offer delegates the chance to immerse themselves in the innovative concepts shaping the future of customer experience.

This year's TFWA Asia Pacific Exhibition & Conference will offer a refreshed event programme, featuring a range of learning and networking elements. Click [here](#) for the full agenda. A Singapore Preview webinar, offering an exclusive sneak peek into what awaits at TFWA Asia Pacific Exhibition & Conference will take place on April 10.

TFWA Asia Pacific Exhibition & Conference will present numerous opportunities for participants to meet and connect in person. The TFWA ONE2ONE personalised meeting service will provide a platform for formal meetings between eligible exhibitors, retailers, landlords, agents and distributors, with onsite facilities available from Monday to Thursday.

Two workshops are also scheduled during the event. 'China Watch', in partnership with Xiaohongshu, will be moderated by TFWA's Chief China Representative Hannah Gao and will take place from 8 to 9am on Tuesday, May 14. It will explore the latest developments and opportunities in the region, current digital trends and the consumption behaviour of Chinese travellers. The session 1

will feature insights from Ma Yan, General Manager at Sino-Singapore Chongqing Airport Commercial Management Co. Ltd.; Matt Liao, Senior Vice President of Brand and Marketing at China Duty Free Group; and Keith Chen, General Manager of Global Travel Retail, Luxury Jewelry, and Fashion Accessories Business Group at Little Red Book.

The second workshop, 'Decoding Today's Dwell Time', is scheduled for 8 to 9am on Wednesday, May 15 during which the audience will hear from Stephen Hillam, Managing Director of Pi Insight, on the latest data on Asian shoppers from their Global Shopper Series, and Siddharth Pathak, Senior Partner at Kearney, who will present the latest findings on the factors that keep customers engaged. The session will be moderated by TFWA Conference Director Michele Miranda.

The Changi Airport Group is the official host of this year's TFWA Asia Pacific Conference, while China Duty Free Group will be the event's diamond sponsor. Other sponsors of TFWA Asia Pacific Exhibition & Conference include: the city of Singapore, the Singapore Exhibition & Convention Bureau, Avolta, Mondelēz International, Qatar Duty Free, Nestlé, Lindt, Skross, Duty Free Global, Liviko-Crafter's, Heineken, Santa Margherita, Wonderful Pistachios, Perfetti Van Melle and Pringles.

TFWA President Erik Juul-Mortensen said, "The strong roster of prominent brands, retailers, airports, and landlords committed to TFWA Asia Pacific Exhibition & Conference is highly encouraging, with the list continuing to grow. This diverse mix, which includes both long-standing attendees and newcomers, underscores the event's significance in duty free and travel retail. We eagerly anticipate yet another successful gathering in Singapore and look forward to extending a warm welcome to all delegates."