

TFWA i.lab to showcase innovation on new digital platform

TFWA will offer a glimpse into the future of travel retail with the new TFWA i.lab, which will take place online from October 25 to 28 during the TFWA World Exhibition & Conference in Cannes.

An evolution of TFWA Innovation Lab, TFWA i.lab will run as a fully digital showcase in the Discovery section of the association's digital platform, TFWA 365.

TFWA i.lab will present new ways to engage with traveling consumers under the theme of Innovation in Action.

A host of leading duty free and travel retail businesses will take part in this year's TFWA i.lab, with expertise in areas such as e-commerce, mobile and digital technology, traveler research and data analytics.

Delegates registered on TFWA 365 will be able to visit participating companies in the TFWA i.lab section and learn more about the services they provide. The full list of TFWA i.lab participants can be viewed at <https://www.tfwa.com/exhibitors/tfwa-ilab/2021>.

TFWA thanked all sponsors of this year's TFWA i.lab, including BW Confidential as media partner and Mondelez World Travel Retail as Innovation in Action sponsor.

To book your place at this year's TFWA World Exhibition & Conference, visit <https://www.tfwa.com/tfwa-world-exhibition-conference/book-your-place-100004721>.

Registration will remain open until Thursday, October 7, while visitors can also register on site at the Palais des Festivals in Cannes from Saturday, October 23 to Thursday, October 28.

TFWA Vice President Donatienne de Fontaines-Guillaume said: "Innovation will play a vital role in the recovery of the duty free and travel retail market, and TFWA i.lab will be the place for business professionals to learn more about the latest and upcoming trends that will shape the future success of our industry. With a number of forward-thinking companies showcasing their latest solutions and new ideas, delegates can look forward to a fascinating and thought-provoking digital event during our time in Cannes."