

TFWA Innovation Lab to launch at Cannes fair in 2019



The new the TFWA Innovation Lab will replace the TFWA Digital Village at TFWA World Exhibition in October 2019

TFWA has launched a new concept called the TFWA Innovation Lab to replace the TFWA Digital Village at TFWA World Exhibition in October.

The TFWA Innovation Lab will enable exhibitors to showcase new ideas and fresh thinking to travel retail professionals. It will run from Tuesday, October 1 until Friday, October 4 2019, alongside the TFWA World Exhibition.

Moved to a new location, it will feature a dedicated, tented exhibition area facing the Majestic Beach.

In another new development, the TFWA Innovation Lab will be curated into different categories. Exhibitors will be grouped within the sectors of digital solutions and mobile technology; sustainability and CSR; services to travelers; in-store design; and research.

“One of TFWA’s primary goals is to inspire our business and help create an engine of innovation,” said TFWA President Alain Maingreud. “The TFWA Innovation Lab will help our industry to shape the future of duty free and travel retail and better meet the changing needs of the international traveler.

“With 32 exhibitors and 1,349 visiting delegates last year, the TFWA Digital Village was a significant first step, and we plan to build on this success with a fresh new concept in a new location. We look forward to providing visitors to TFWA World Exhibition & Conference with a new perspective on how

our industry will develop in the coming years.”

For details on the TFWA Innovation Lab, visit: <https://www.tfw.com/tfw-innovation-lab>.