

TFWA launches Hosted Buyer Programme at World Exhibition & Conference

TFWA is to introduce a Hosted Buyer Programme to support industry partners wishing to take place in TFWA World Exhibition & Conference, scheduled to take place from September 26 - 30 in Cannes, France.

Retailers are encouraged to register for the program in order to receive assistance from TFWA to meet the accomodation costs of buyers and category managers attending this year's event. Information about the initiative is now being shared with travel retailers around the world.

TFWA is continuing with its plans to stage a world-class event that will bring the industry together and provide delegates with a much-needed opportunity to gather and do business face to face. The Association continues to monitor the global situation as it develops and work closely with authorities in the city of Cannes to ensure TFWA World Exhibition & Conference takes place in a secure environment that safeguards the wellbeing of attendees.

"The recovery of our industry will depend on strong partnerships between stakeholders and we are determined that our events will play a vital role in bringing businesses closer together. We trust our Hosted Buyer Programme will provide much-needed support to our retailer partners and enable both buyers and exhibitors to make the most of the networking opportunities that TFWA World Exhibition & Conference will offer," says Jaya Singh, President, TFWA