

TFWA outlines changes & add-ons to expect at Cannes 2021



With 200+ brands and key buyers and retailers confirming their intention to attend, TFWA World Exhibition & Conference has received encouraging support from the industry; this year's trade show will stretch across a shorter period of time and offer a more compact week of activities



With TFWA World Exhibition & Conference expecting to return to Cannes this year, there is growing excitement among duty free and travel retail professionals at the prospect of once again meeting and networking face-to-face at one of the most anticipated events in the industry's calendar.

TFWA has been working hard to ensure that those participating in Cannes this fall will benefit from an event with a focus on conducting business. At the same time, TFWA understands the need to adapt to meet the challenges presented by current global circumstances.

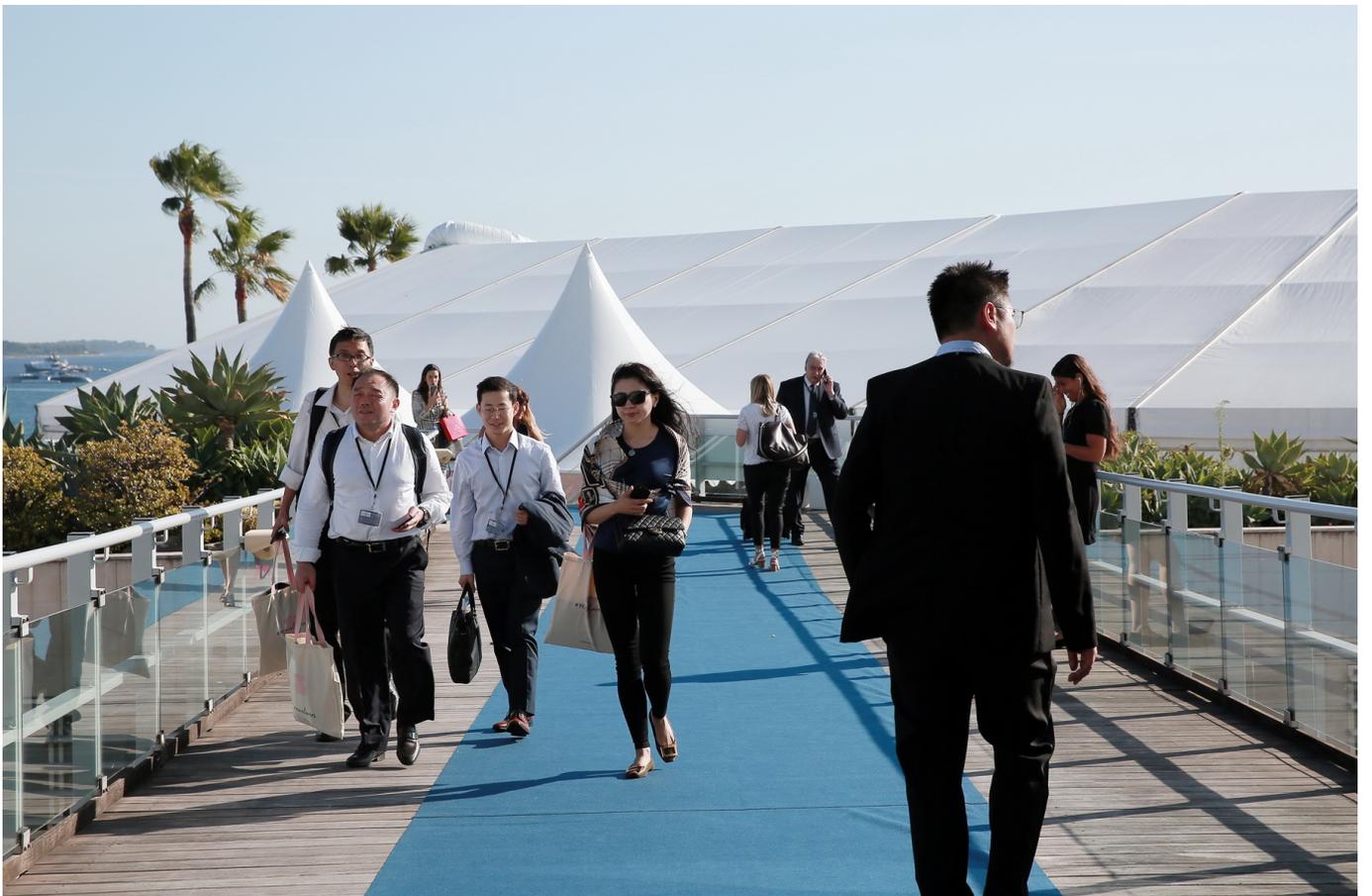
Regular visitors at TFWA World Exhibition & Conference will notice a number of introductory changes at this year's event. These changes have been made in order to allow the association to run the best event possible, while also prioritizing the health and wellbeing of all delegates, exhibitors and staff members during their visit.

By moving the date of the event to late October, participating delegates and leading duty free and travel retail businesses will have additional time to prepare for the trade show. With more than 200 brands and a number of key buyers and retailers confirming their intention to attend, TFWA World Exhibition & Conference has received encouraging support from the industry. The exhibition halls of the Palais des Festivals will provide ample space for these industry players to present their latest products and innovations.

Scheduled to take place Sunday, October 24 – Thursday, October 28, TFWA World Exhibition & Conference 2021 will stretch across a shorter period of time and offer a more compact week of activities. At the same time, the association will be extending working hours, which will now run 08:30 – 18:30 with the exception of the final day (08:30 – 17:00). This change in schedule will offer attendees more time to add to their daily agenda meaning they won't miss out on the wealth of activities and networking opportunities available.



During these unprecedented times, health and safety will be TFWA's primary concern; strict measures remain in place at Cannes' hotels, restaurants, transport links and the Palais des Festivals



The association's new digital platform, TFWA 365, will play a significant role in supporting the show. TFWA 365 will provide a host of added services throughout the course of the week and beyond. In addition to other perks, users will have access to the livestreamed conference and the ability to host virtual meetings via TFWA's ONE2ONE meeting service, which now allows industry professionals to arrange meetings with key stakeholders up to 15 days after TFWA World Exhibition & Conference comes to a close.

Furthermore, TFWA 365 will be the home of TFWA i.lab showcase - an evolution of its TFWA Innovation Lab. This resource will take the shape of a 100% digital showcase presenting the latest developments in travel technology, e-commerce, sustainability and more.

During these unprecedented times, health and safety will be the association's primary concern. Fortunately, as demonstrated by the recent successful return of Cannes Film Festival, Cannes is well prepared to host large scale events, festivals and trade shows. Strict measures remain in place at the city's hotels, restaurants, transport links and the Palais des Festivals. Additionally, the Palais provides its own 24-hour medical concierge - including online consultations with general and specialist doctors - offering further reassurance to guests.

Leading up to the event, TFWA will continue to follow the guidelines implemented by the French authorities and provide exhibitors and visitors with regular updates.

The association is updating TFWA World Exhibition & Conference in order to best meet the wants and needs of its members. This is something TFWA has always done and will continue to do in the future. At this critical point in history, it has never been more important to unite as an industry and work collaboratively to initiate change. TFWA believes that this show will provide the essential springboard for the recovery of the duty free and travel retail trade.

Visit the following link to learn more about TFWA 365:

<https://www.youtube.com/watch?v=uy5AYASljxM>

