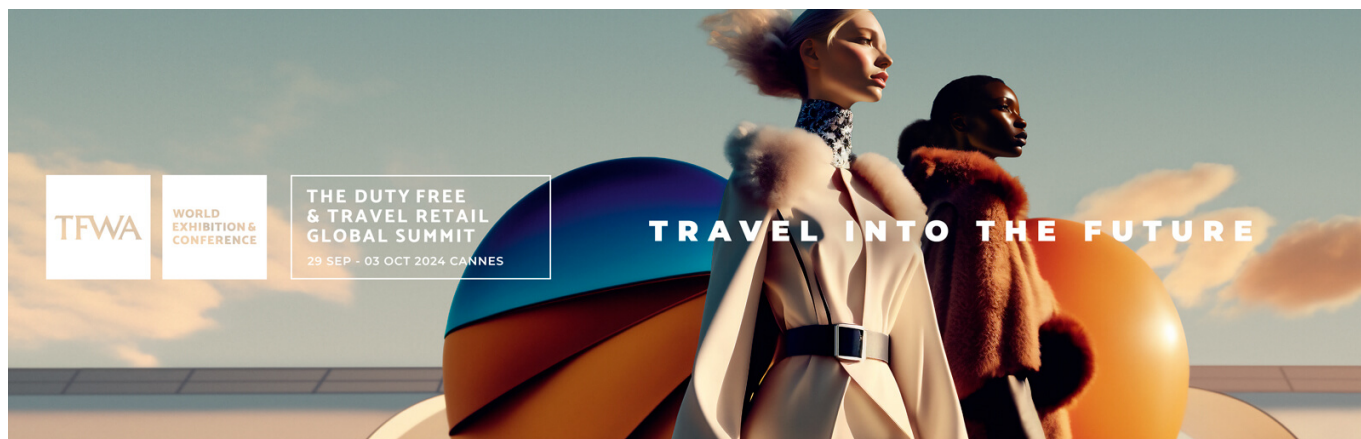


TFWA reveals conference and workshop program for upcoming TFWA World



The Tax Free World Association (TFWA) has unveiled further details of the 2024 TFWA World Exhibition & Conference, set to take place at the Palais des Festivals in Cannes, September 29 to October 3.

The TFWA World Conference, taking place from 9:00 until 12:00 in the Grand Auditorium, will begin with an opening address from TFWA President Erik Juul-Mortensen, who will share his perspective on the current and future prospects of the industry.

Headlining the conference, former US Secretary of State Hillary Rodham Clinton will take to the floor for a keynote conversation with broadcaster, journalist and presenter of BBC World's HARDTalk, Stephen Sackur. Drawing on her five decades of experience in public service as an advocate, attorney, First Lady, US Senator, US Secretary of State and presidential candidate, Clinton will address the impacts of the ever-evolving geopolitical landscape on the duty free and travel retail industry.

Delegates will then hear from futurist, best-selling author and CEO of meta-media studio Radical Next, Sam Rad. During her session, Rad will delve into emerging technological and cultural trends, focusing on the importance of adapting and being agile in order to cater for a new generation of travelling consumers. Completing the speaker line up will be Anousheh Ansari, NASA astronaut and the first female private space explorer and CEO of the XPrize Foundation. She will explore the ways in which companies can cultivate a mindset of exploration and bold innovation, crucial for success in an ever-changing landscape.

A workshop session taking place on Tuesday at 8:00, hosted in the Majestic Hotel, will give delegates the opportunity to hear from industry experts on a range of topics, spanning the breadth of developments and challenges in the travel retail ecosystem. They will hear an update from Airport Council International (ACI)'s specialist committee on Airport Non-Aeronautical Revenues and Activities (ANARA). On stage for this session will be Andrew Ford, founder of Paccaya Resources & Chair of ANARA, Isabel Zarza, CEO of Southern Europe at AVOLTA and Ian Cesa of Horizon Consumer Science.

The second part of the workshop will feature Euromonitor International Innovation Senior Consultant, Marie Isquenderian and focus on the impact of digital trends in daily consumption. She

will be joined by Managing Partner and Chairman of global consulting firm Kearney, Alex Liu who will share analysis of innovative strategies that every stakeholder can adopt to thrive in the dynamic duty free and travel retail environment.

Erik Juul-Mortensen, TFWA President, said, "It is shaping up to be a remarkable program at TFWA Exhibition & Conference in Cannes this September. The speaker lineup we have taken great pride in curating will provide much inspiration on this, the 40th anniversary of our association. It will be an honor to welcome visitors to Cannes for the final time in my capacity as president and I'm certain it will be an event to remember."