

# TFWA World Exhibition & Conference to take place at the end of October

Following extensive consultation with members and local partners in Cannes, the TFWA Management Committee has announced that the long-awaited 2021 edition of the TFWA World Exhibition & Conference will take place October 24 - 28.

This decision will allow maximum time for brands and visitors to best prepare their participation and allow delegates to take full advantage of the positive developments in the health and travel situation in Europe and elsewhere. While TFWA will continue to monitor the situation closely, the latest steps taken by the French government to allow live events, the gradual re-opening of travel in Europe, plus the hard work undertaken by the City of Cannes to ensure a safe and secure environment, gives TFWA the confidence to work relentlessly to help bring the industry together in October once again.

Response to the Hosted Buyer Programme, launched by TFWA last week, has been very positive according to the Association, with many retailers around the world expressing their intention to attend the event. Retailers have until the end of May to register for the programme.

Regular exhibitors at TFWA World Exhibition & Conference will be contacted shortly with full details of the event.

“There is no doubt that the return of live events is eagerly awaited by everyone in our business, and there’s a huge amount of excitement about the return of our industry’s flagship event, TFWA World Exhibition & Conference. The desire among exhibitors and buyers to meet in person to help revive our market is very clear.

Our permanent staff, Management Committee and Board have been working tirelessly with the team at the Palais des Festivals and the City of Cannes to arrange the best timing that will be beneficial to all. By selecting an end of October slot for this essential diary date for travel retail professionals, we plan to give our members and their business partners more time to prepare for a successful show. With the industry’s support, TFWA is determined to deliver a world-class platform that will allow us to establish new business foundations as we move towards recovery,” says Jaya Singh, President, TFWA.