

TFWA World Exhibition attracts 3,408 visitors

A total of 3,408 delegates visited the exhibition halls of the Palais des Festivals in Cannes for the 36th TFWA World Exhibition & Conference in October.

The latest launches and campaigns from some of the world's biggest and highly regarded brands were on display across 12,190 square meters of floor space at TFWA World Exhibition.

Visitors had the opportunity to meet and network with 272 exhibiting companies across 262 stands, as well as five official boats docked in the Harbour Village. A total of 35 exhibitors made their debut in Cannes this year.

Innovation was a key theme during the week, and there was a strong focus on the ideas and future trends that will drive market growth in the coming months. TFWA i.lab on TFWA 365 presented a digital showcase of new innovations from forward-thinking companies.

The TFWA Lounge at the Carlton Beach proved a popular addition to the event.

TFWA President Jaya Singh said: "What a week we have had here in Cannes. Thanks to the more than 270 exhibitors who have supported the event, plus the buyers, agents and landlords in attendance, we've been able to get back to business at last. The atmosphere has been overwhelmingly positive and it has been such a pleasure to see industry friends and colleagues reconnecting after so long. On behalf of TFWA, our heartfelt thanks to all our exhibitors and buyers at the event. It has been wonderful to see you again and we look forward to catching up again in Singapore for TFWA Asia Pacific next year."