

WiTR adds plus sign to name as it becomes more inclusive



The [Women in Travel Retail](#) Steering Committee has agreed to recognize the contribution made to WiTR by its other industry colleagues by adding a plus sign to its name and logo.

"While membership will still be specifically for women, the change signals a more inclusive approach and allows for non-member guests of other genders to join some of WiTR's meetings and events, such as those held at key trade events throughout the year, such as ASUTIL, IAADFS, MEADFA, TFWA Asia Pacific and TFWA World Exhibition," said the association.

WiTR's webinar program will also be broadened to include male speakers.

"While still very much a group which assists women to network and thrive in the world of duty free and travel retail, WiTR has been and will continue, now as WiTR+, to be deeply grateful for the support that our male colleagues in the industry have given, particularly in raising funds for the various charities we've supported over the years. In fact, we could not have done what we've done without them," says WiTR+ chair Sarah Branquinho. "We all felt it was time that we opened our doors to become more inclusive - at least two or three times a year!"

The Committee is also launching corporate membership for companies operating within the duty free and travel retail channel. This will allow companies to extend their diversity and inclusion programs by enrolling as members their female GTR staff members. Details of this new scheme will be announced shortly, but interested companies should contact any member of the WiTR Steering Committee:

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