

# CDFG to attend Virtual TR Expo as Strategic Co-operation Partner



Described by *The Moodie Davitt Report* as a “pioneering digital development”, China Duty Free Group will serve as the 2021 Expo’s exclusive Strategic Co-operation Partner and host its own dedicated virtual area called CDFG City



Following strong attendance and positive feedback in 2020, *The Moodie Davitt Report* will be hosting its second annual Virtual Travel Retail Expo this fall. The Expo will be held October 11 – 15, with a six-week “encore” period, allowing extended access to attendees. In the latest news, it was announced that China Duty Free Group (CDFG) will serve as the exclusive Strategic Co-operation Partner of the fall 2021 event.

Owned by *The Moodie Davitt Report*, with the support of FILTR.QINGWA and Hainan Provincial Bureau of Intentional Economic Development, the all-digital trade show will serve as a follow up to last year’s successful inaugural event, where CDFG participated as a Diamond Partner.

CDFG states the Expo will “see the return of the global industry’s virtual event, bringing together, brands, retailers, airports, airlines, F&B operators, associations and other stakeholders in a powerful ecosystem.”

As originally published by *The Moodie Davitt Report*, CDFG released the following in a statement via its official WeChat account: As the representative of China’s duty free industry, CDFG will participate in the brand promotion project of the Moodie Davitt Virtual Retail Expo 2021 as the exclusive Strategic Co-operation Partner, which not only shows its global brand influence, but also the status and immense potential of China’s duty free market in the industry.

As part of its leadership role, CDFG will host its own dedicated virtual area at the Expo called CDFG City, which will showcase and promote its current and upcoming projects. According to *The Moodie Davitt Report*, a gateway presence to CDFG City will feature in the Hainan Discovery Zone and Retailer Emporium. As an bonus, Charles Chen, President, CDFG, will deliver the morning keynote address in the Knowledge Hub on the first day of the Expo.



Lu Tian Qin, Chief TV Host, Hinevs.cn Media

Also noteworthy, Hainan Hinevs Media Co, Hainan’s leading media house, is set to report on Expo exhibitors and activities, offering unprecedented coverage to its wide Chinese consumer audience. The media company will also serve as a Platinum Partner at this year’s event in the Hainan Discovery2

Zone - a returning feature at the Expo.

As recently revealed by *The Moodie Davitt Report*, the coverage will be a combination of live and delayed reporting, which will be led by renowned Hainan media personality, Lu Tian Qin, Chief TV Host, Hinews.cn Media.

To learn more about the Virtual Travel Retail Expo, visit: <https://www.moodiedavittreport.com>.

As noted on its website, free registration is available to all exhibitors, sponsors, airport authorities, airlines, cruise and ferry companies, retail and F&B operators, other airport service providers, trade associations and official media partners.