

DFWC Academy to re-launch by end of year

Following the announcement of a strategic training partnership between the Duty Free World Council and ACI World, the DFWC Academy's updated flagship course will open for registrations before the end of the year.

The first students will begin studying for the Certificate in Duty Free and Travel Retail in Q1 2022.

The course is designed for those wishing to develop their careers in the industry: retail sales professionals, individuals from brand and industry support organizations who are either new to the industry or wish to deepen their knowledge, as well as executives from the aviation, maritime and other travel retail channels.

The course is guided by an Academic Advisory Group comprising the leading operators Aer Rianta International (ARI), Dubai Duty Free and Lagardère.

Multi-category brand expertise is provided by Brown-Forman, Duty Free Global, Imperial Brands, Lacoste, L'Oréal and Mondelez. Broader industry perspectives are provided by the DFWC and Tax Free World Association (TFWA).

"The Academy courses are designed to fill the knowledge gaps that are now greater than ever in our industry following the loss of so many experienced industry colleagues since the beginning of the COVID pandemic," said the DFWC. "As highlighted in the recent IAADFS webinar, travel retailers are faced with significant challenges in recruiting qualified and motivated staff as they reopen from the forced closures of the past 18 months. The provision of bespoke training can play a key role in recruitment and retention of staff and providing the optimum shopping experience for travelers as they return to our duty free stores."

For details, see <http://dfworldcouncil.com/academy/>