

# Duty Free World Council Academy to launch first travel retail course

The Duty Free World Council Academy will announce its first course during TFWA's upcoming Asia Pacific Exhibition and Conference. This is a major milestone in DFWC's efforts to develop standards throughout the industry through training and education.

The DFWC Academy will create programs for travel retail professionals and will also be promoted outside the industry to encourage new entrants to pursue a career in the industry.

The courses will take full account of the characteristics and challenges of the industry and will be accredited by recognized learning institutions.

The Academy plans to develop courses to certificate, diploma and degree standards catering to people at all levels.

Frank O'Connell, DFWC President, said: "In response to an acknowledged industry need for duty free and travel retail-specific training and accredited career development, we have created the DFWC Academy and I am very happy to announce the launch of its first program - the Certificate in Duty Free & Travel Retail. I have been greatly encouraged by the positive feedback we have received from the industry while developing this initial course and I have no doubt that the Academy will evolve into a tremendous resource for the industry in the years to come."

The courses will be developed by a team of academic and travel retail experts working with the Institute of International Retail (IIR), an international organization with global expertise, which will manage the day-to-day operations.

Delivery of the first course will begin in September 2019 with student enrolment starting immediately.

The course is relevant to retail sales professionals, employees from brand companies supplying the industry and promotional agencies staff. It will equip the learner with the knowledge and skills to advance and prosper in their career and to achieve a level of excellence in travel retail based on the DFWC Academy set of Industry Professional Standards.

Certification will be jointly awarded to graduates by the DFWC Academy and IIR and will be accredited by the globally recognized CPD Standards Office (CPDSO).

The DFWC Academy will be present during the upcoming TFWA event in Singapore, where representatives will be available to provide information on its courses and how to enrol.

The DFWC Academy is supported by Dubai Duty Free, Dufry and TFWA.