

# Expanding its industry footprint, TFWA opens a new office in Shanghai



A snapshot of Hannah Gao, Chief Representative – China, TFWA

With the opening of a new office in Shanghai, TFWA has further strengthened its network in Asia. Headed by Hannah Gao as TFWA's Chief Representative in China, the facility will enable TFWA to further develop its relations with key stakeholders and to promote its events within greater China.

Alain Maingraud, President, TFWA explains: "It goes without saying that China is a vital market for us at TFWA, as it is for other organizations in the duty free and travel retail business. Hannah has excellent contacts among brands, retailers and airports & she is well placed to help us to foster even closer relationships with our partners and clients in this all-important region.

This new office will build on the excellent work done until now by Pierre Lequeux and his team at GLI. Pierre and GLI will continue to represent TFWA in Korea and South East Asia and we look forward to continuing our successful partnership."

With over ten years of experience in the travel retail industry, Gao has assisted a number of companies looking to expand in the Chinese duty free market. She is fluent in both English and Chinese and holds a Master's degree in integrated marketing communications from Beijing University.