

Inaugural TRMarketplace digital event has launched

Duty Free Magazine would like to congratulate *TRBusiness* on its inaugural TRMarketplace digital event. It is gratifying to see the industry come together to learn, share information and support each other during this critical time, especially when our traditional conferences and trade shows are not taking place.

TRMarketplace kicked off on Monday September 28 with a session entitled “Embracing and Leading through Change,” with keynote speakers Tanja Dik, Director of Consumer Products & Services at Amsterdam Schiphol Airport; Ramesh Cidambi, Chief Operating Officer at Dubai Duty Free; and Simon Kemp, CEO and Founder Kepios/DataReportal.

This session, sponsored by Dubai Duty Free, was part of the “Knowledge and Insights” program of 20 webinar sessions.

Valuable insight

The week’s program was created as a partnership between *TRBusiness*, *Bluedog Productions* and leading industry consumer research agency *m1nd-set*. Together, this trio will present category-specific, market-specific (China and Korea) and sector-specific (cruise, inflight, airport and downtown) insight.

Of particular value for participants in the category-specific sessions will be recommendations for shop-floor staff – sales associates and brand ambassadors – on adapting to shopper behaviour in the new post-Covid world. This information will be presented with information from the Institute of International Retail (IIR), which works in partnership with the DFWC to form the Duty Free World Council Academy (DFWCA).

Behavioural change expert Mark Taylor will further add to participants’ understanding of operating in this new reality in his two-part series “Strategies for the new normal.” Mark will provide his analysis of the challenges that must be met these days and suggest how to address them in order to achieve success.

Travel Retail awards and more

One of the highlights of the week is the 2020 Travel Retail Awards ceremony, which will be immediately followed by a Charity Raffle prize draw, raising funds for the Litter Less Campaign, a program managed by the Foundation for Environmental Education (FEE) to help educate underprivileged children in New Delhi, India about the importance of respecting the environment.

Together, *IWSR* and *m1nd-set* have created a ground-breaking wines and spirits travel retail data hub called “1nSpirit,” which will officially launch at the end of the week.

The conclusion is not the end

The TRMarketplace comprehensive webinar program will conclude on Friday 2 October, but it has been announced that the platform will remain open for a further six months in a product showcase and chat capacity.