

# Pernod Ricard GTR confirms return to industry events this fall

Pernod Ricard Global Travel Retail (PR GTR) has confirmed its involvement at two of the travel retail industry's most anticipated calendar events in 2021: the Moodie Davitt Report Virtual Travel Retail Expo and the TFWA World Exhibition & Conference in Cannes this October.

With an array of exciting announcements to make during the events, PR GTR will leverage both occasions to release news on NPDs and key corporate and retail projects that will shape its activity within the travel retail channel moving forward.

"It was an easy decision to confirm our presence at both the Moodie Davitt Report Virtual Travel Retail Expo and the TFWA World Exhibition & Conference. Last year, we experienced great success as a platinum partner at the Virtual Travel Retail Expo, and so it made sense to team up with Martin, Dermot and the team again to showcase not only our brands, but also what Pernod Ricard GTR as a Group is delivering within the channel.

"This event allows us to connect with our customers and other valued partners around the world, albeit virtually for now, ensuring we continue to cement ourselves as a company leading the way in topic areas like digitalization and retail theater innovation.

"The TFWA World Exhibition & Conference in Cannes is a key event in the travel retail calendar and provides the company with the perfect opportunity to present its innovations and plans to support customers and the channel, after what has been a difficult 18 months. We are excited to return and showcase brand strength, brand innovations and our success stories, regrouping once again with a true spirit of conviviality," says Mohit Lal, CEO, PR GTR.

The [Moodie Davitt Report Virtual Travel Retail Expo](#), a virtual trade show and symposium will take place October 11 - 15, 2021. The [TFWA World Exhibition & Conference](#) in Cannes, travel retail's highly-anticipated flagship event, will take place October 24 - 28, 2021.

More information about PR GTR's presence at both events will be shared in due course.