

Strong Asian contingent set to attend TFWA China's Century Conference

Early pre-registration figures for the TFWA China's Century Conference indicate travel retail professionals from across Asia will be strongly represented at this year's event.

The conference takes place at the Grand Hyatt hotel in Sanya, Haitang Bay, from March 5 to 7.

Data shows 60% of delegates due to attend are from Asia, with 43% coming from Greater China.

Asian airports will be particularly well represented, with industry figures from Korea Airports Corporation, Central Japan International Airport and Changi Airport Group all due to attend.

Representatives from some of China's largest airports and airlines will be present, including Sanya Phoenix International Airport, Beijing Capital International Airport, Guangzhou Baiyun International Airport and China Southern Airlines Company.

They will join a host of industry-leading Asian operators, including China Duty Free Group (CDFG), China National Service Corporation, Haikou Meilan Airport Duty Free Shop, Beijing Capital Airport Commercial & Trading and Sunrise Duty Free.

Key international operators will also be there, such as King Power, DFS, Dufry, and Lagardère Travel Retail.

Keynote speakers will include Charles Chen, President of CDFG; Andrea Belardini, CEO for Asia, Australia, Middle East and Eastern Europe of Dufry; Eudes Fabre, CEO North Asia of Lagardère Travel Retail; and Sunil Tuli, Managing Director of King Power Hong Kong.

In the era of e-tourism, mobile applications dedicated to travelers' journeys are at the forefront. Chinese travel agency Ctrip.com and price comparison app Jessica's Secret will share their take on how to stay relevant in an ever-connected world.

Other speakers will be Wieke Vrielink, Head of Consumer Marketing, Royal Schiphol Group; David Jea, Deputy General Manager, Hangzhou International Airport; and Heinrich Wilhelm Gabel, Deputy General Manager, Chief Operations Officer and Chief Commercial Officer at Xi'an Xianyang International Airport.

The event will be co-hosted by the Departments of Commerce and Finance of Hainan Province, with CDFG as Diamond Sponsor, Cartier and Interparfums as Platinum Sponsors, and Bally as Silver Sponsor. The Official Airport is Sanya Phoenix International Airport.

The gala dinner will be sponsored by DFS, with Furla and Breo sponsoring the conference lunches.

Other confirmed sponsors include Coccinelle (lanyards), Shiseido (conference app), Mondelez (coffee break and delegate gift), APTRA (networking and ONE2ONE coffee break), Nestlé International Travel Retail (networking coffee break), Guangzhou Feishang (portfolio), Rituals (delegate gift), Calvin Klein and Tommy Hilfiger (hostess outfits).

TFWA President Alain Maingreud said: "We're delighted to see such a strong showing from our partners in Asia at this year's TFWA China's Century Conference. Their presence will help delegates to

grow their understanding of this dynamic and ever-changing region, as well as offering a unique, first-hand perspective on the opportunities and challenges facing the Asian duty free and travel market.”

Delegates can book their place as well as find further information at www.tfwa.com, with pre-registration closing on February 14.