

# TFWA unveils conference and workshop program

TFWA has announced more details today for the upcoming 2022 TFWA World Exhibition & Conference, which will be hosted at the Palais des Festivals in Cannes October 2 to 6.

## **TFWA World Conference**

Taking place from 9 am to 11:45 am CET on October 3 in the Grand Auditorium of the Palais des Festivals, TFWA World Conference will open with an address from TFWA President Erik Juul-Mortensen, followed by conversations with some of the world's leading figures in economics and branding.

Participants will hear from David McWilliams, Adjunct Professor of Global Economics at Trinity College Dublin's School of Business and one of the most authoritative – and entertaining – voices on economics and geopolitics today; and Raymond Cloosterman, Founder and CEO of Rituals, who will address brand-building in a changing world. The Conference will also look at life in the Metaverse with the help of a global expert on new digital technologies: Swan Sit, Operating Partner of AF Ventures, a Leading Voice on Clubhouse and the former Global Head of Digital Marketing for Nike, Revlon, and Estée Lauder.

## **TFWA workshops**

TFWA says this year's event will also see the return of TFWA's popular workshops. With two sessions scheduled during lunchtime on Tuesday 4th October (The Airport Forum) and Wednesday 5th October (Innovation in Action) in the I5 studio inside the Palais des Festivals, there will be plenty of opportunity for delegates to learn about the evolution of the passenger experience and the future of the airport commercial business. The Airport Forum session will feature Heathrow Airport Retail & Property Director Fraser Brown, Incheon International Airport Corporation Director Duty Free Management Team Sung Bin Im, and Chief Digital & Commercial Officer of Istanbul Airport Ersin Inankul, while Innovation in Action will look at the latest developments in customer engagement courtesy of speakers including Intelligent Track System Founder & CEO Morten Pankoke and Founder & CEO of Inflyter Wassim Saadé. Further details regarding the speaker line up will be shared in the coming weeks.

"This year's TFWA World Conference will explore the factors that will define business in the post-pandemic world, from pressures on the global economy to changing consumer behaviour. Our program of speakers features experts in their fields who will provide fresh perspectives on the challenges and opportunities ahead. We are also pleased to restore our program of workshops, which this year will feature senior executives from some of the world's leading airports, in addition to the innovators that are finding new ways to improve the ways we sell to traveler's. I am very much looking forward to these sessions and look forward to welcoming the global industry to Cannes," said Juul-Mortensen.