

# Avolta expands in APAC with new contract in Sumatra

Avolta is expanding its presence in the Asia-Pacific region by securing a new duty free contract at Kualanamu International Airport, which serves Medan and North Sumatra. This contract represents Avolta's third venture in Indonesia, a significant market in Southeast Asia and home to the world's fourth-largest population. The company, which has been operating in Indonesia for over a decade with nearly 50 stores, will be introducing its first stores in Medan, adding to its existing locations at Indonesia's main international airports in Jakarta and Bali.

The operation of two new stores at Kualanamu International Airport is slated to begin in July 2024. Initially, Avolta will open a 350-square-meter temporary store for departures and a nearly 300-square-meter store for arrivals, positioned strategically after security and immigration checkpoints. A more permanent departures store, expanding to nearly 650 square meters and featuring a walk-through design, will open within two years as part of the airport terminal's upgrade. Both stores will operate for five years following this upgrade.

Designed to meet the varied needs of travelers, these outlets will offer a comprehensive selection of products across key categories such as liquor, tobacco, perfumes, cosmetics, confectionery, sunglasses and travel essentials.

David Mackay, Managing Director South East Asia and Oceania at Avolta, stated, "Our mission is to make travelers happier all over the world, and our offer will provide passengers with a convenient and luxurious shopping experience at Medan International Airport. We're excited to work with our partners at Angkasa Pura Aviassi in their ambitious terminal enhancement plans and thank them for the trust they have placed in us. We are sure that our diverse product range, including top international brands and local favorites, means that there is something for everyone, whether you're looking for a last-minute gift or indulging in some personal shopping."

Kedar Deshpande, Director Commercial & Business Development at PT Angkasa Pura Aviassi, commented on the collaboration, saying, "Kualanamu International Airport enjoys unique geographical advantage and strong air traffic base, driven by vibrance of economy of Medan city and North Sumatra region. As the airport grows as the western international hub of Indonesia, we believe that now is the right time for joining hands with like-minded business partners to develop the crucial non-aeronautical business of the airport with a long-term view in mind. By joining forces with a strong partner with global footprint like Avolta, we are very confident of bringing best in class and a never-before-in-Medan width of duty free offerings at both arrival and departure in unique walk-through concept. We hope to provide our growing international passengers at the airport, be they tourists or business travelers, an immersive and unique shopping experience, that will elevate their comfortable travel through our airport to the next level."