

# DFA takes a bold step further in Brazil

Panama-based powerhouse Duty Free Americas (DFA) is seeing its impressive operation grow apace on two opposite sides of the world – Brazil and Macau.

In Brazil and Latin Americas in general, DFA is “constantly opening and refurbishing stores”, President Leon Falic tells *Americas Duty Free*, one of the three brothers who own and operate the business. The company operates duty free and duty paid businesses at the country’s airports, as well as news and gift stores with WHSmith.

Now, DFA is preparing to open its first Brazilian border store next month in Uruguaiana, a large city on the Brazilian border with Argentina and Uruguay. Located opposite Dufry Brazil’s store, which is already trading, the new shop will cover 800 square meters and will carry the entire range of duty free products. “It’s our start in Brazil on the border. We’re already in Brazil in the airports, so this was a natural move,” explains Falic.

When the Brazilian government permitted the opening of border stores for the first time in 2018, DFA scouted the whole border, before selecting Uruguaiana as its first location. A second store will begin trading soon in Falls Iguazu. Depending on how these stores perform, the operator will be looking to open at other border crossings. The first store in Uruguaiana will open end of October, while Falls Iguazu will start trading 30 days later.

For a full report on DFA's Brazilian takeover and Macau refurbishment, check out our *Americas Duty Free* TFWA WE Cannes issue in October.