

DFS and Tencent Smart Retail sign strategic cooperation agreement



Times DF x DFS Haikou Mission Hills Duty Free Complex



T Galleria by DFS Macau, City of Dreams

DFS Group and [Tencent Smart Retail](#) have entered into a comprehensive strategic cooperation agreement to accelerate DFS' omnichannel transformation by enhancing the retailer's ability to leverage its private domain to better serve customers and brand partners.

DFS China and Tencent Smart Retail have been working together since 2020 to map DFS' future e-commerce vision by assessing how its private domain can be enhanced to improve traffic, thereby promoting customer conversion and increasing brand awareness and sales. With the successful building of this partnership, both parties will give full rein to their respective advantages to achieve greater scale and create a more comprehensive strategic cooperation model. It will also help to create long-term sustainable value for DFS private domain users, DFS Group and Tencent Smart Retail in the retail public-private domain value chain.

As the world's leading Internet technology company, Tencent is committed to improving the quality of life of people around the world with innovative products and services, connecting more than one billion people around the world via its communication and social services. Tencent Smart Retail provides partners with one-stop solutions and services for retail such as consultancy, planning, pilot operation and deployment, enabling a digital upgrade in many aspects of the retail industry including product, technology, resource and capability.

DFS China hopes to establish DFS' proprietary digital assets, improve the operational efficiency of touchpoints, create a more exclusive personalized consumer experience and drive business growth for brands and business partners.

Due to the impact of the global epidemic, the concept of smart retail is gradually leading the development and transformation of the retail industry and aiming to solve problems that existed in the traditional retail industry. DFS China will continue to partner with Tencent, focusing on the strategic planning of private domain operations, innovative business models such as pulling cross-industry cooperation projects or the cooperative development of the new brand "incubation."

DFS China is looking forward to the prospects of cooperation with Tencent. The two parties will maintain the principle of openness, sharing, cooperation and co-construction to elevate the luxury duty free shopping experience and contribute to the high-quality and efficient development of China's tourism retail industry.