

Lagardère Travel Retail enters Romanian duty free market at Bucharest International



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Lagardère Travel Retail has announced the opening of its first duty paid stores in Romania, after winning the tender organized last year by the Bucharest National Airport Company (CNAB).

With the new openings at Henri Coanda International Airport, Lagardère Travel Retail expands its presence and portfolio in Romania, introducing the successful Aelia brand to Romanian travelers. The Aelia concept offers an immersive, locally adapted shopping experience, personalized to passengers' profiles, needs and preferences over an international network of about 150 stores. It incorporates digital solutions and omnichannel services such as Click & Collect and Shop & Collect.

The new 2,000sq m retail offer also features the Relay brand, with travel essentials, along with the Discover concept store for souvenirs promoting local authenticity. Additionally, a new concept, created especially for this airport, will be unveiled live at the stores' inauguration.



Lagardère Travel Retail's Aelia concept includes Click & Shop and Shop & Collect services

Marius Văcălău, CEO of Lagardère Travel Retail Romania, said, "We are honored to have been selected to partner with CNAB. We will foster an ecosystem of Romanian entrepreneurs and brands, alongside the most desirable international brands to promote local culture and create a true 'Sense of Place' in our stores. Our presence at Bucharest airport will also support the efforts of Romanian institutions to upgrade services for travelers in the light of Romania's entry into the Schengen region."

Lagardère Travel Retail is present in Romania since 1996, with stores in urban transit areas (airports, railway stations, hospitals, shopping malls, and business centers), and operates a network of 300 stores in News & Convenience, Travel Essentials, Gifts & Souvenirs and Foodservice, under six main brands: Inmedio, Relay, 1Minute, HUB Convenience, So Coffee and Pizza La Mia Stazione.