

Lagardère Travel Retail opens exclusive DF concession in Tanzania



As a key milestone in Lagardère Travel Retail's strategy, its partnership with Bevco Limited will help to expand its African footprint and create strong revenue potential supported by Tanzania's growing local economy and international appeal



Lagardère Travel Retail and local partners, Bevco Limited, have recently been awarded by the

Tanzanian Airports Authority (TAA) an exclusive concession to operate two duty free stores in the brand new terminal 3 of Julius Nyerere International Airport, Dar es Salaam. Starting new operations in Tanzania, Lagardère Travel Retail confirms its ambition to grow its African footprint and further capitalize on the region's resilient spirit and air traffic.

Lagardère Travel Retail has partnered with the Tanzanian spirits distributor to secure exclusivity to build and operate in one of the region's most dynamic hubs. In the form of a joint venture, the collaboration will offer strong flexibility and proximity in the management of local operations.

The stores, a commercial surface of 206-sqm and 160-sqm respectively, will feature all duty free core business categories, travel accessories, souvenirs and snacking. Lagardère Travel Retail's differentiating approach will combine the highest international standards with a commitment to promote and leverage local expertise and know-hows.

The team's world-class international concept, Aelia Duty Free, which is designed to improve passenger experience and diversify the offering within the airport, will also feature a range of local brands to provide an authentic sense of the place - its culture, architecture and cuisine.

"We are delighted to have won this exclusive concession at Dar es Salaam airport alongside our strong local partner. We look forward to developing our innovative concept in the region, which brings together powerful, international brands and the unique, vibrant culture of Tanzania.

By working closely together with Bevco Limited we want to support TAA in raising its standards of excellence and appealing to international travelers. We have significant growth ambitions for our operations on the African continent and hope our experience in Tanzania will continue to consolidate our position as a leading international travel retailer in the region," says Frédéric Chevalier, COO EMEA, Lagardère Travel Retail.

"[For 20 years we have been committed to distribute and promote international wine and spirit brands throughout Africa. As a place to invest and work, and moreover as a country, Tanzania is near and dear to our heart. We believe that through its great people and significant structural and economic reform, Tanzania is a great influencer and serious growth driver of the region.

"We are therefore thrilled to extend our domestic market activities into travel retail and duty free in a joint venture with worldwide recognized specialist, Lagardère Travel Retail, and in close collaboration with TAA and all local partners]," comments Béatrice & Régis Voegel, owners of Incodeal AG, parent company of Bevco Limited.