

Lagardère Travel Retail wins Europe-wide tender at Dusseldorf Airport



In total, Tech2go will be represented in Germany seven times with the openings at DUS Airport, the stores at Hamburg Airport and an upcoming new opening at Berlin Airport shown here

Lagardère Travel Retail has won a tender to operate four electronic stores totaling more than 260 square meters of commercial surface, at Dusseldorf. These stores will operate under the “Tech2go” concept, with three stores located in the reserved zone with the final store located in the public mall area. The retailer will take over these spaces in spring of 2022.

Tech2go offers an exclusive selection of brands and products with innovative shop design and a philosophy that allows travelers the opportunity to immerse themselves in experience.



Jochen Halfmann, CEO Lagardère Travel Retail Germany, is pleased with these new openings and the company's strengthened position at Dusseldorf

The concept was further developed specifically for Dusseldorf airport, allowing for target-group-specific messaging, for example. Lagardère will also run temporary promotions such as Formula 1 simulations and gaming consoles.

Jochen Halfmann, CEO Lagardère Travel Retail Germany, states: "We are very pleased to be going on a common path as an innovative partner with our know-how in the entire travel retail sector and see the upcoming new openings as the start of a jointly growing retail portfolio."

"With Lagardère Travel Retail we have chosen a retail operator that offers our travelers a mixture of innovative products and customer-oriented services in a total of four stores," explains Thomas Schnalke, Chairman of the Management Board at Dusseldorf Airport. "We look forward to a long-term partnership."

The harmonious interplay of expertise and entertainment creates a customer-friendly and interactive enrichment for guests of all ages and almost every budget. The joint product cooperation with Lagardère Travel Retail Germany's partner Schäfer Electronics focuses on innovation and entertainment in particular.