



2024 MEADFA Conference to be held in Abu Dhabi

The Middle East and Africa Duty Free Association (MEADFA) has announced that the 2024 MEADFA Conference will be held at the Fairmont Bab Al Bahr Hotel in Abu Dhabi, UAE from the 17th to the 19th November next.

An economic global powerhouse, Abu Dhabi accounts for approximately two thirds of the United Arab Emirates economy. While its rich history can be traced to the third millennium BC, it is today a contemporary and cosmopolitan capital that offers plenty for visitors, from stunning natural landscapes to world-class shopping and sporting facilities. The choice of the city as the location for this year's event reflects Abu Dhabi's commitment to enhancing its infrastructure and global connectivity.

Abu Dhabi's forward-thinking approach is exemplified by the opening of the new terminal at Zayed International Airport, a symbol of the emirate's ambition and world-renowned hospitality. Designed to handle 45 million passengers annually, this state-of-the-art terminal doubles the airport's previous capacity, aligning with Abu Dhabi's vision to boost tourism and strengthen its status as a key aviation hub.

As Abu Dhabi's new gateway to the world, and with more than 30 airlines calling it home, Zayed International Airport connects passengers to over 120 global destinations. The airport's world-class facilities raise the bar for airport standards, blending technology and people poetically to meet passengers' every need. Notably, Zayed International Airport is the first in the world to feature all nine biometric touchpoints throughout a passenger's journey, enhancing safety and efficiency to create a sense of ease and offering an exceptional, memorable passenger experience.

Managed by TFWA, this year's MEADFA Conference is hosted by Abu Dhabi Airports. We are pleased to announce a special collaboration for this year's Gala Dinner, as Abu Dhabi Airports joins forces with Avolta to bring an unforgettable evening to our guests. Together, Abu Dhabi Airports and Avolta are set to create an evening filled with elegance, innovation, and celebration. We are grateful for the support of both partners and look forward to a truly memorable event.

Details of the programme and other practical information will follow in due course.

"This year, we proudly announce the MEADFA Conference to be held in Abu Dhabi. The MEADFA board and I consider it a privilege to return to the UAE and we extend our sincere gratitude to our hosts for their invaluable support. The duty free and travel retail industry in Abu Dhabi has always been vibrant and continues to flourish. We look forward to welcoming our friends and industry partners from the Middle East, Africa and across the globe to an event presenting an engaging program featuring a diverse lineup of speakers and offering valuable insights and perspectives on the latest trends and innovations in the industry."

Sherif Toulan, MEADFA President

"Abu Dhabi Airports is honoured to once again host the MEADFA Conference, following the successful event held in Abu Dhabi in 2008. This opportunity reaffirms our commitment to fostering innovation and partnership within the duty-free and travel retail sector. As we welcome delegates from around the world, we are proud to showcase Abu Dhabi's ongoing growth and groundbreaking developments within this industry. Through these efforts, Abu Dhabi further establishes itself as a premier travel destination and a key hub for trade and tourism."

Elena Sorlini, ABU DHABI AIRPORTS CEO



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جمعية الشرق الأوسط وأفريقيا للأسواق الحرة
MIDDLE EAST & AFRICA
DUTY FREE ASSOCIATION

“The MEADFA Conference is one of the highlights of the duty free and travel retail calendar, and TFWA is proud to support it once again. This event connects industry colleagues from the Middle East and Africa with counterparts from global markets, offering invaluable insights into the business dynamics of the region. Set against the dynamic backdrop of Abu Dhabi, this conference will yet again promise unmatched opportunities for learning and networking.”

Erik Juul-Mortensen, TFWA President

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For more information on MEADFA membership visit MEADFA website www.meadfa.com or contact Ms. Micheline El Ammar Enkiri on info@meadfa.com