



MEADFA PRESS RELEASE

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

For immediate release
September 04, 2024

MEADFA Conference set to impress as programme revealed

Further details about this year's MEADFA Conference have been announced. Over two half-days on November 18th and 19th, the conference will feature insights from senior executives from across the travel industry in the Middle East and Africa. The topics addressed during day one of the conference will include how travel and tourism have driven economic growth in the region. It will also explore how the region is investing to increase airport capacity, and the expansion in retail space that this will result in. Panel sessions will debate the significance of non-aeronautical revenues, as well as the issues the industry must address to safeguard its growth in the Middle East and Africa.

During day two, delegates will learn about the recovery of travel and tourism, while a session on sustainability will offer an update on the progress made and challenges that still need to be addressed. Innovative strategies being used across travel retail and the transformational effect AI is having on the customer experience will be analysed, alongside what can be learnt in order to stay ahead in a tech-rich world. As the use of mystery shopping to evaluate the customer experience increases, a panel will take a look at the innovative strategies currently helping retailers to delight customers in an increasingly competitive world.

The packed programme will incorporate abundant opportunities for networking. These will include a Welcome Cocktail on Sunday, and a Gala and Awards night hosted by Avolta on Monday, together with networking coffee breaks and lunches throughout the event.

Managed in partnership with TFWA, this year's MEADFA Conference hosted by Abu Dhabi Airports will take place in Abu Dhabi, United Arab Emirates from the 17th to the 19th of November at Fairmont Bab Al Bahr Hotel.

Confirmed sponsors to date are Diamond Partners: IDF, Wellgio, Casa Maestri, and Sterling Perfumes; Platinum Partners: Imperial Brands and Pernod Ricard; Gold Partners: DFP World and Blue Gulf Marketing & Events; Airline Partner: Etihad Airways; Coffee Break Sponsor: Al-Nassma; Other Sponsors: Lagardère Travel Retail, Locker and Cloetta; and Media Partners: Duty-Free News International, Global Travel Retail Magazine, The Moodie Davitt Report and TR Business.

The early bird registration promotion successfully concluded on September 3rd, attracting a high level of interest and highlighting strong engagement for the event. Regular rates are now in effect, and registration is open until October 28th. To secure a place at the MEADFA Conference, [CLICK HERE](#) to register.

“As preparations continue for the MEADFA Conference in Abu Dhabi, registration numbers are building at an encouraging pace. This year's conference programme will create space for great insight from an impressive range of leading executives from across our industry, as well as plenty of opportunity to broaden industry connections. As the conference approaches, we look forward to welcoming our friends and business partners to Abu Dhabi.”

Sherif Toulan, MEADFA President

“The team at TFWA are honoured to be managing the MEADFA Conference once again this year. As a hub of economic and cultural diversity, and a region committed to boosting its tourism industry as a significant source of revenue, Abu Dhabi provides an ideal setting for the event. A highlight of this conference is the connections that are facilitated between industry colleagues from the region with those

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from other international markets. It presents delegates with the opportunity to discover more of how Middle Eastern and African business is operating, no matter where they reside in the world. I firmly believe that our time in Abu Dhabi this year will ensure that the MEADFA Conference maintains its reputation as an unmissable event.”

Erik Juul-Mortensen, TFWA President

For more information on the MEADFA Conference visit [MEADFA website](#) or contact Ms. Micheline El Ammar Enkiri on info@meadfa.com

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