

APTRA teams up with top communications firm on Asia Pacific advocacy issues

By **Hibah Noor** on February, 13 2017 | Associations



The Asia Pacific Travel Retail Association (APTRA) is to collaborate with international communications agency Hume Brophy on advocacy issues in the Asia Pacific region.

Hume Brophy advises and represents some of the world's largest global companies operating in highly regulated sectors such as transport, financial services and technology in their engagement with governments, journalists, investors and other stakeholders.

The agency has provided invaluable support to the duty free industry globally through its work for the European Travel Retail Confederation (ETRC), APTRA's European counterpart.

Jaya Singh, President, APTRA, said: "APTRA was founded to nurture and protect the duty free and travel retail industry in the Asia Pacific region. A vital element of that work is to address, on behalf of our members and hand in hand with our sister organizations, major issues which will have a negative impact on the industry, particularly those which involve detailed liaison with regulatory authorities. In this regard, we will be able to draw on the considerable experience of Hume Brophy.

"The members of APTRA have clearly stated that they endorse investment in advocacy to address both immediate and future concerns as part of a long-term strategy and we welcome this collaboration which will help us to hone our arguments and refine our approach."

The first step in APTRA's advocacy strategy is to meet senior management from the region's airports during industry events and convince them, as the experts on the ground, to take on an ambassadorial role, highlighting that duty free is a key revenue source for airports, and supporting APTRA as the industry's voice in discussions with legislators. The Economic Impact Report for Asia Pacific, which the Duty Free World Council will be compiling in partnership with APTRA, will be a valuable source of facts and figures to back up arguments in dialogues with regulators.

Hume Brophy will help APTRA to educate both the industry and the legislators on the unique nature of the duty free and travel retail market, and the differences between domestic and duty free retail, which is not subject to local laws and regulations. The firm will also produce policy papers for the industry and assist APTRA with the co-ordination of advocacy working groups within the core product categories.

Hume Brophy will support APTRA from its Asia Pacific hub in Singapore.