

# Imperial Brands confident that Asia recovery is on horizon



Christian Münstermann, Global Duty Free & Export General Manager, Imperial Brands

Imperial Brands has returned to Singapore this week for the Tax Free World Association's first TFWA Asia Pacific event in three years.

The tobacco products supplier is attending the networking event, which is taking place from 9 to 11 May, to meet regional business partners at this pivotal time of recovery.

It also serves to underline Imperial Brands' dedication to Asia Pacific "and ongoing confidence that the region will come back even brighter to continue to be a vibrant leader in the global market".

The company believes that Asia Pacific has a special role to play in the path to global recovery, and that tobacco - as one of the original duty free categories, generating footfall and increasing shopping basket sizes - is vital to shaping a robust future for the entire channel.

Christian Münstermann, Global Duty Free & Export General Manager, Imperial Brands, said: "Before the pandemic, Asia Pacific set the pace in many aspects of the duty free and travel retail sector, being at the forefront of innovation and excellence. We have already seen some welcoming steps by countries in Asia Pacific to reopen to international travel, and us being in Singapore for the TFWA event is a testament to that. Imperial Brands has no doubt that this region will bounce back even better.

"But the future we all want cannot be crafted by individuals. Now, more than ever, we as an industry need strong long-term partnerships to ensure we make the most of every opportunity in order to succeed."

As the upward trend of demand and spend in duty free is expected to continue in line with the global pent-up demand, Imperial is committed to help drive the recovery with its range of cross-category leading brands.