

# ASUTIL announces 2024 conference program



An action-packed program for the 2024 ASUTIL Conference, taking place in Bogotá, Colombia from Tuesday 18th June to Friday 21st June and managed by TFWA, has been confirmed.

The refreshed event program incorporates a range of learning, networking, and social elements to ensure delegates get the most out of their time in Bogotá. The conference will open on Wednesday 19 with addresses from ASUTIL President Enrique Urioste, ASUTIL Secretary Carlos Loiza and Duty Free World Council President Sarah Branquinho.

Further sessions taking place throughout the day will delve into the role of effective leadership in the orchestration of business success, the commercial evolution of digital strategy and consumer loyalty, and the future of the beauty sector in travel retail.

The second day of the conference will feature an exploration into the ever-changing economic outlook of Latin America, new developments in the region's duty free and travel retail industry, and the importance of honing strong leadership skills to achieve long-term success.

During the ASUTIL Conference, delegates will hear from:

- Sarah Branquinho, Duty Free World Council President
- Iñigo Pirfano, renowned author, composer, and orchestra conductor
- Dr. Peter Mohn, m1nd-set founder and CEO
- Carlos Melconian, world-renowned economist
- Dr. Roberto Canessa, celebrated author, cardiologist and survivor of the Andes plane crash of 1972.
- Vijay Talwar, Avolta Chief Commercial and Digital Officer
- Valeria Yglesias, chief Commercial Officer at LifeMiles
- Daniel Ketchedjian, magician, lecturer, and communicator
- Tamara Spada, Nestlé Global Key Account Manager
- Ignacio Lasa, VP Commercial Retail - Motta Internacional
- Pablo Cobian, General Manager - Shiseido Travel Retail Americas
- Diego Artola, Vice President - Coty Travel Retail
- Gian Botteri, Senior Vice President and Head of Cruise Division - Avolta
- Leon Falic, President - Duty Free Americas
- Cyril Letocart, CEO - Lagardère Travel Retail Peru

More speakers will be confirmed.

Alongside the extensive learning opportunities, visitors to the conference will also benefit from a lively social programme. This includes a Welcome Session and Cocktail on Tuesday, a Gala Dinner on Wednesday, and the Closing Cocktail on Thursday, alongside networking coffee and lunch breaks, as well as an excursion to the Salt Cathedral in Zipaquirá on Friday. Delegates will also be treated to three elegant lunches inspired by local cuisine and culture and accompanied by live entertainment.

For the full event programme, [click here](#).

Sponsors of ASUTIL Conference include: Avolta, Attenza, Colonia Express, Carilux Duty Free, JTI, Mondelēz, Lindt, Campari, Heineken, Nestlé, Victorinox, B+D, Travel Blue, Essence, Avianca LifeMiles and Kingofreach B & S.

Carlos Loaiza-Keel, ASUTIL General Secretary, said, "Built upon the successful collaboration between ASUTIL and TFWA, this year's conference offers a meticulously curated program and numerous networking opportunities. Bogotá provides the perfect backdrop for an immersive experience, with the conference venue chosen specifically to enhance the renowned ASUTIL networking atmosphere. We're thrilled to see a remarkable 15% increase in registrations compared to last year, with major industry players like Avolta, Attenza, DFA, and Lagardère on board. Renowned speakers will headline sessions covering diverse topics from economics to industry insights. Attendees can anticipate engaging panels and unique networking opportunities. The ASUTIL Conference continues to shine brightly on the duty-free and travel retail calendar."

Erik Juul-Mortensen, TFWA President, added, "The ASUTIL Conference remains a highlight of the duty free and travel retail calendar. The South American duty free and travel retail market is vibrant, growing and filled with promising opportunities. This year's programme ensures visitors will have plenty of opportunity to learn, conduct business and network in Bogotá. The distinguished panel of speakers will delve into the economic factors influencing the business environment in the region, and there will be plenty in the way of entertainment courtesy of a lively social programme. We look forward to seeing friends and colleagues from across the industry in Bogotá."