

# Registration opens for TFWA China Reborn virtual event

Delegates can now register for TFWA China Reborn, an online event which will be held from December 1 to 3 in partnership with the Asia Pacific Travel Retail Association (APTRA) and China Duty Free Group (CDFG).

The event, powered by Tencent Cloud Conference, will feature daily webinars taking place from 10am to 12pm CET, alongside a program of ONE2ONE e-meetings, which will run on all three days.

These networking opportunities will be managed by the same team that runs TFWA's successful face-to-face program, and seeks to provide an efficient platform for attendees to meet buyers and other stakeholders.

Day one will explore the theme of 'Changing market, changing consumer'. It will look at how the region has led the way in preparing for recovery post-COVID, the latest developments in Chinese travel retail, and the evolution of Chinese consumer behavior.

Speakers will include TFWA President Alain Maingreud, CDFG President Charles Chen, Lagardère Travel Retail North Asia CEO Eudes Fabre and Angel Zhao, President of International Business Group at Ant Group, owner of Alibaba.

Day two will address Chinese travel patterns today and tomorrow, and will include analysis of the latest inbound and outbound air traffic data and forecasts of travel patterns for Q1 2021.

Speakers will include APTRA President Sunil Tuli, Jessica's Secret CEO Mirko Wang and Zhiyong Wang, General Manager of Variflight, the leading Chinese aviation data provider.

Day three will focus on how Chinese trade relations and tech investment will shape the future for conducting business in the country.

Speakers will include Professor Yang Yao Director of the China Centre for Economic Research, and Edward Tse, Founder & CEO of Gao Feng Advisory, who will discuss topics ranging from how Chinese technology giants are shaping global commerce to updates on China's Belt and Road Initiative.

For information on how to register, visit the TFWA website:

<https://www.tfwa.com/tfwa-china-reborn/book-your-p...>

TFWA President Alain Maingreud said: "With our strong line-up of speakers and contributors, plus a valuable opportunity to connect with key contacts via ONE2ONE e-meetings, TFWA China Reborn is shaping up to be an unmissable event for all industry professionals looking to understand more about China. It will doubtless provide much inspiration for practical ways in which we can begin to pave the way for the recovery of the global duty free and travel retail market in these uncertain times."