

TFWA China Reborn offers information and a positive outlook

TFWA reports over 5,000 live stream connections to view the first TFWA China Reborn virtual event held last week.

During the webinars, listeners received positive news of the future of duty free and travel retail in China in addition to informative perspectives.

Expert commentators discussed numerous important topics during the three-day event, with particular focus on the rapid return of domestic travel and, of course, the expansion of offshore duty free shopping in Hainan.

According to TFWA, attendance was highest on Day One, with 1,510 delegates tuned in to the English livestream of the “Changing Market, Changing Consumer” webinar and 1,460 following the Chinese version.

A total of over 1,660 delegates followed the “Chinese Travel Today and Tomorrow” session on day two, and nearly 900 delegates attended “China and the World” on day three.

A total of 102 private business meetings were scheduled via the TFWA ONE2ONE e-meeting service, and TFWA reports that many connections were facilitated during the event, between TFWA members, the event sponsors and participating retailers from China and the rest of the world.

Registered delegates will be able to view videos of the TFWA China Reborn webinar sessions on the TFWA website at www.tfwa.com.

“We hope these webinars have provided valuable insights into the remarkable strength of China’s duty free and travel retail market. Its resilience and ability to bounce back from the devastating impact of COVID-19 gives us much reason to believe our industry will emerge stronger from this crisis and prosper once again. We would like to thank our sponsors and everyone who made our first TFWA China Reborn event such a resounding success,” said TFWA President Alain Maingraud