

TFWA to host live trade shows in Singapore and Cannes in 2022

At a press conference today (January 12), new (and former) TFWA President Erik Juul-Mortensen confirmed that the association's biggest events of the year — the conference and exhibition in both Singapore and Cannes — would indeed be taking place as live events.

TFWA Asia Pacific Exhibition & Conference will take place from 9th to 12th May 2022 in Singapore, with the ability to take part digitally on the association's platform TFWA 365. TFWA is working closely with the Singapore government to ensure the safety of all delegates and a smooth experience.

On-site registration for the event will take place on Sunday May 8. The conference will be held from 2pm to 6pm on Monday May 9, with the opening cocktail in the evening, health situation permitting. The evening TFWA Lounge in Cannes was a huge success, and this will continue in Singapore as well as the TFWA Asia Pacific Lounge, which will run on Tuesday and Wednesday evening during the event. The lounge will operate in accordance with local health protocols, ensuring attendees are able to relax and enjoy a drink in the safest possible surroundings.

The exhibition will run with extended hours, from 9am to 6pm, Tuesday and Wednesday, and from 9am to 5pm on Thursday. Another addition to this year's event is a physical dedicated area for TFWA i.lab, which will present new innovations that will shape the future of the industry.

When asked whether the association will bring the Hosted Buyer program to Singapore, the board stated that they are currently in discussions about this. Regardless, they say the response has been very positive despite the fact that some important delegates — notably those from China — will likely not be able to attend.

As TFWA Vice-President Corporate Sam Gerber stated, innovation does not happen over Zoom. We need to meet face to face. The importance of meeting in person has become increasingly evident throughout these challenging times, and never before have we as an industry been so enthusiastic to meet face to face to plan and prepare for the recovery that lies ahead.

Erik Juul-Mortensen, TFWA President, stated: "The response we received from the industry to our event in Cannes last year was incredibly positive, and delegates were grateful for the opportunity to once again meet friends and conduct business face-to-face. New additions to our events this year - supported with further enhancements to our TFWA 365 platform - will help us to deliver an even better experience for our members, both from a networking and business development perspective."