

# Top brands confirm exhibition presence at TFWA WE & Conference

Recently, Tax Free World Association (TFWA) revealed its plans to host a live World Exhibition & Conference in Cannes this year after last year's wholly digital event. The event is slated to run from October 24 to 28, health situation permitting.

The association has just announced a number of major brands that have confirmed attendance, including Chanel and L'Oréal in perfumes & cosmetics, Lacoste and Ermenegildo Zegna in fashion & accessories, Brown-Forman and Moët Hennessy in wine & spirits, and Mondelez and Al Nassma in confectionery. Other major brands confirming attendance assuming the health situation permits it are: Clarins, Interparfums, Gonzalez Byass, Euroitalia, Micys and Capi Global.

Hervé Ducros, Global Travel Retail Director at Chanel, stated: "Chanel is looking forward very much to meeting its industry peers and partners at the TFWA World Exhibition & Conference in 2021. This event is a 'must' for us, and never more so than this year. We have a number of new initiatives that we are keen to share with our business partners, and which we hope will contribute to the revival of our market. We are confident that the October dates will help ensure maximum participation, and we encourage all travel retail professionals to join us for this landmark event."

"Meeting, sharing and interacting is the essence of our business. Being together with industry partners, colleagues and friends to shape the future, our future, at TFWA World Exhibition & Conference in Cannes is essential," said Donatienne de Fontaines-Guillaume, Managing Director Travel Retail EMEA & Americas at Moët Hennessy. "Together we are always stronger and I can't wait to meet you all in person and raise a glass to the travel retail rebound, good health and friendship."

"Cannes is a great platform for up-and-coming brands from across the world," stated Patrick Dorais, Director of Sales at Al Nassma. "As a leading player in the Middle East, we're looking forward to meeting buyers on a global stage. The current climate presents great opportunities for challenger brands, and this is an excellent chance to speak to potential new partners to help expand the business. At Al Nassma, we strongly believe that now is the time for travel retailers to really 'wow' passengers with exclusive-to-travel-retail concepts and products that are unexpected and a little beyond the ordinary. At Cannes, we'll get the chance to show how the eclectic and speciality brand can add excitement to their offer that will set them apart from their competitors in mainstream retailing."

Aude Bourdier, Vice President Managing Director, Global Travel Retail at Brown-Forman, said: "The 2021 TFWA Conference this October in Cannes, France represents the formal re-entry of the travel retail channel into international commerce. The Brown-Forman global travel retail team couldn't be more excited to be there to meet with friends, partners and customers and get back to business as it should be."

Lacoste CEO of EMEA & Global Travel Retail, Marco Dippe, stated: "TFWA World Exhibition & Conference always has been and will remain the best place to be to do business for this great channel. We believe ready to wear will play an important role in growing sales and providing the variety and choice travelers expect, and that Cannes is the ideal location to present our latest collection, concept and to work with our partners on the return of travel retail."

Jaya Singh, TFWA President and Managing Director at Mondelez World Travel Retail, European Export & Switzerland, made the following statement: "The list of prominent duty free and travel retail brands

joining us in Cannes never fails to impress, and once again we welcome all who have been supporters of the event for many years. Their presence will add an extra layer of excitement to this year's TFWA World Exhibition & Conference, and I'm in no doubt that delegates will be keen to learn more about the latest innovations and the future plans of these leading forces in travel retail. Of course, my own team at Mondelez will also be present, and I know my colleagues are eager to be resuming face-to-face meetings after such a long time. Cannes is the perfect opportunity to do business, share plans for the recovery of the industry and build common initiatives with all key stakeholders. It's all part of emerging stronger together."