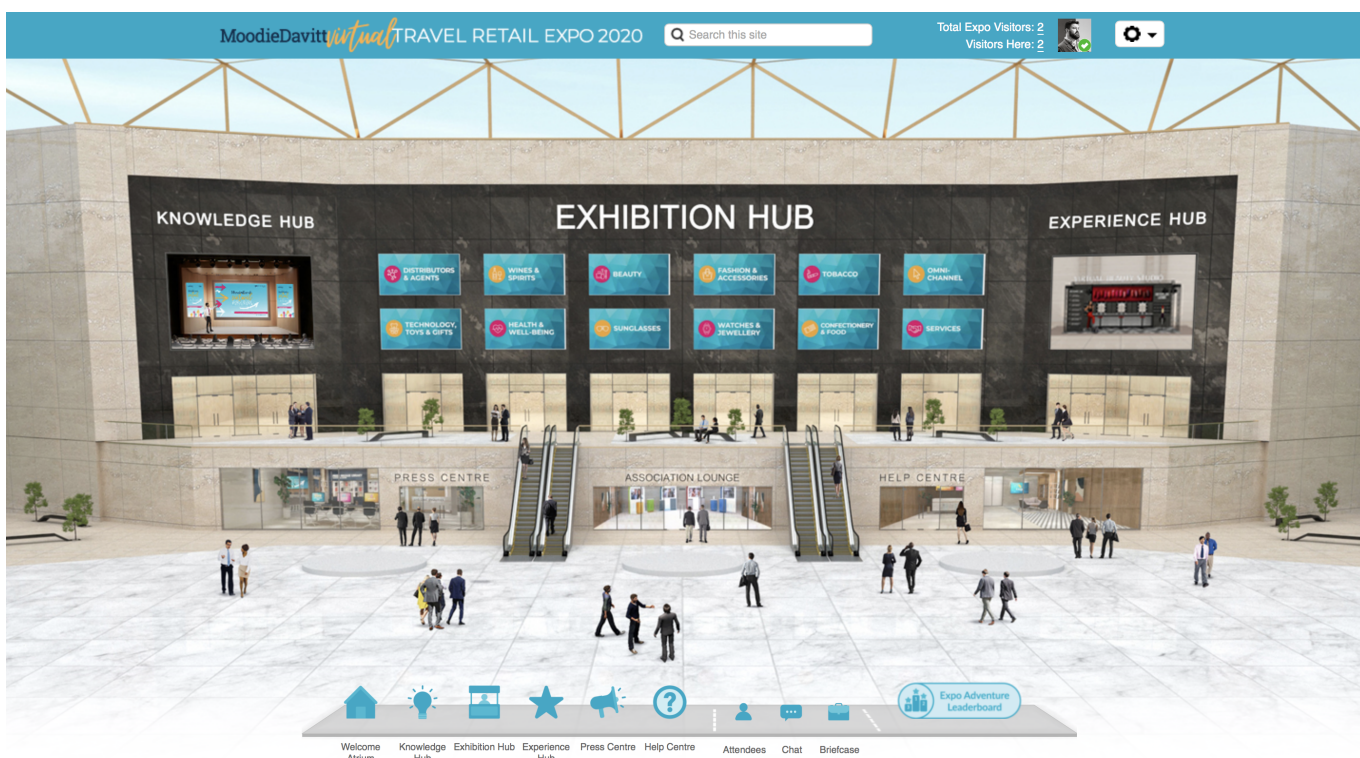


# Duty Free Magazine serves as a Preferred Media Partner at The Moodie Davitt Virtual Travel Retail Expo in October



An exterior view of the Moodie Davitt Virtual Travel Retail Expo



The Moodie Davitt Virtual Travel Retail Expo Association Lounge in the atrium

As the travel retail industry battles the devastating impact of the COVID-19 crisis, including the

cancellation of its key annual TFWA World Exhibition, a new, first-of-its-kind event is set to take place this October allowing business to be done and people to connect. Only this time, it's virtual.

The inaugural Moodie Davitt Virtual Travel Retail Expo, to be held from October 12-16, is an international digital trade show and symposium designed to replicate a real conference and exhibition event, complete with reception zone, networking lounge, exhibition halls and auditorium. It will feature a variety of stands where exhibitors can showcase products and services. Online visitors (buyers and other retail management) will be able to view video, read and download literature and chat with exhibitors in real time, as well as attending keynote presentations and networking with other visiting delegates in the virtual auditorium.

The five-day live event is scheduled for October 12-16 with a 30-day follow-up showcase running through into November 2020. After the live event, all exhibitor stands will remain open and active for 30 days and will be available online 24 hours per day. Delegates to the event will still be able to access material and downloads.

Registration is now live along with its official website <https://virtualtrexpo.com>.

**This pioneering online expo is organized by *The Moodie Davitt Report*, with our leading regional titles *Americas, Asia and Gulf-Africa Duty Free & Travel Retailing* magazines serving as a Preferred Media Partner.**

### **Saving time and money**



***The Moodie Davitt Report* Founder & Chairman Martin Moodie** explains the rationale behind the event: “Any trade show must reflect the austerity of our times and the need to deliver proper returns on necessarily restricted investment. That assumption underlines the inaugural Moodie Davitt Virtual Travel Retail Expo. It is an event for its times. No exhibitor or buyer will spend a cent getting there. No travel, no hotels, no entertainment, no taxis, no stress, and no lost time from the office. Buyers and retailers will enjoy free registration. Only exhibitors pay – and even then the fees are extremely accessible.”

He is quick to emphasize that the initiative will not take the place of well-established industry events such as the TFWA World Exhibition in Cannes, but will be complementary. “Face-to-face shows remain vital. In fact, we are offering the trade associations complimentary promotional opportunities to ensure they benefit from the global awareness we create. We’re a big fan of the various associations’

shows (they are important to our business) and believe that face-to-face events will remain relevant long into the future. TFWA's Cannes show, for example, is vitally important to the travel retail industry... But physical events, both now and in the future, need bolstering in a virtual format, we believe."