

MEADFA 2019 to take place in Muscat, Oman

By **Hibah Noor** on February, 28 2019 | Associations



The 2019 MEADFA Conference will take place in Muscat, Oman. The event, a key gathering for representatives of the duty free and travel retail industry in the Middle East, Africa and beyond, will run November 25 to 26, with the Opening Cocktail taking place on November 24.

Managed by TFWA and hosted by Muscat Duty Free, the 18th MEADFA Conference will provide an essential learning and networking opportunity for those already operating in or looking to do business in one of duty free and travel retail's most dynamic regions. Muscat Duty Free will also sponsor the Gala Dinner, which will be held on the evening of November 25. Further details on the venue and program will be announced shortly.

The last MEADFA Conference, hosted in Beirut in November last year, welcomed 442 delegates from 35 countries.

MEADFA President Haitham Al Majali commented: "After our very successful event in Beirut last year, we are delighted to bring the MEADFA Conference to Muscat, where delegates will have the opportunity to visit one of the region's best new airports. At MEADFA we are committed to promoting the business potential and reputation of the duty free and travel retail industry in the Middle East and Africa, and this event will help us continue to deliver on that commitment."

Muscat Duty Free General Manager Martin Mullen said: "The MEADFA Conference presents a great opportunity for all duty free and travel retail professionals looking to learn about the latest developments in this burgeoning market, and we are delighted to be hosting and sponsoring this important industry event."

TFWA President Alain Maingreud added: "With its rich history and vibrant culture, the city of Muscat is an excellent choice of location for the next MEADFA Conference. I'm really looking forward to what I'm certain will be a fascinating and informative two days."

Full details on how to confirm your place will be announced on the TFWA and MEADFA websites soon. The full MEADFA 2018 review is available on the TFWA website at the following link:

<https://www.tfwa.com/the-meadfa-conference>.