

# MEADFA holds its first regulatory intelligence sharing session

This week, MEADFA held its first regulatory intelligence sharing session, which is available to its members. Scheduled to take place on a monthly basis, the meeting reflects the association's determination to continue developing its cross-category advocacy capacities and building relationships with key stakeholders and decision makers in the Middle East & Africa region.

Rita Chidiac, Advocacy Working Group, Secretary General, MEADFA, recommends intensifying the flow of regulatory intelligence between MEADFA members (brands, landlords, retailers) to anticipate regulatory threats with a clear teamwork from the duty free industry.

"Under the guidance of Mr. Haitham Al Majali, President of MEADFA, and the Board, we have set the objectives of our monthly regulatory intelligence sessions: firstly, to improve MEADFA's engagement capacities, secondly, to consolidate the cross-category approach and thirdly, to develop a flow of intelligence process," says Chidiac.

"[This challenge is big; it needs collaboration among all the stakeholders. Joining forces will make us stronger. This will lead the way to realize our objective to become an even more cohesive trade body,]" adds the President.

As an organization, MEADFA is pushing ahead into a more proactive and influential trade body. The MEADFA Advocacy Working Group is the key element of this clear, effective and impactful development of MEADFA.

MEADFA does not aim to be the one voice of duty free, but rather to consolidate its role as a platform for sharing key political and regulatory developments.