

# MEADFA Conference to return to Dubai on 21st to 23rd November

In yet another anticipated sign that the world is reopening for travel and travel retail, the MEADFA conference will again take place this year, confirmed in an announcement by TFWA today.

The Middle East & Africa Duty Free Association (MEADFA) conference will be held in Dubai on November 21<sup>st</sup> through 23<sup>rd</sup> of this year.

The event, which will be managed by TFWA and hosted by Dubai Duty Free, will be held at the Jumeirah Creekside Hotel near The Irish Village.

As international travel is still uncertain, delegates will have the option to access the conference through a paid livestream service on the TFWA 365 digital platform.

“As our industry begins its recovery, the return of the MEADFA Conference will be widely welcomed across the industry as an excellent opportunity to reconnect face to face with the regional industry in the Middle East and Africa. Our sincere thanks goes to our host Dubai Duty Free, whose hospitality we have much enjoyed at previous conferences. We are eagerly looking forward to meeting up with our friends and partners once again at what I am sure will prove to be a great reunion for our industry in the region,” Said Sherif Toulan, MEADFA President.

“We warmly welcome the return of the MEADFA Conference and are delighted to lend our support once again to this important trade event. Dubai has long been a powerhouse of our market and is the ideal choice to allow as many people as possible to attend the event in person. Our TFWA 365 online platform will also ensure delegates attending virtually will not miss out on a varied and stimulating conference programme,” said Jaya Singh, TFWA President.

“We are delighted to once again host the MEADFA conference in Dubai and look forward to welcoming so many of our industry friends to the UAE. Having the event staged in Dubai is a great indicator that things are returning to some sort of normalcy and reflects the terrific job that the UAE has done in relation to Covid19,” said Colm McLoughlin, Executive Vice Chairman & CEO of Dubai Duty Free.