

Upcoming MEADFA conference details revealed

By **Hibah Noor** on October, 5 2018 | Associations



The MEADFA board gathers for the annual press conference in TFWA World Exhibition in Cannes, France

During the MEADFA press conference in Cannes, President Haitham Al Majali announced that the conference will be held under the patronage of H.E. Mr. Saad Hariri, Lebanese President of the Council of Ministers.

Managed by TFWA and hosted by Beirut Duty Free, the conference will take place at the historic Phoenicia Hotel, one of Beirut's landmark venues, on November 19-20, 2018.

The support of H.E Hariri was confirmed at a press conference held in Beirut on September 12, hosted by MEADFA President Haitham Al Majali and H.E. Avedis Guidanian, the Lebanese Minister of Tourism.

Elie Saab, Chairman, and President of ELIE SAAB GROUP will be the guest of honour at MEADFA 2018. Phoenicia AerRianta Company Chairman and pioneer of the Middle Eastern duty free industry Mohamed Zeidan will also be in attendance as well as Middle East Airlines Chairman-Director General Mohamad El-Hout.

Themes to be explored during the conference include the emergence of new customer profiles and consumption habits in the Middle East, along with the outlook for aviation and travel retail in Africa.

Middle East Airlines, the conference's Official Carrier, is offering special fares for delegates. An entertaining programme of social events will also give attendees the opportunity to relax and network with colleagues. The social curriculum includes the Welcoming Cocktail, sponsored by Aphrodite SARL, and the Gala Dinner, hosted by Beirut Duty Free. In partnership with Al Awael Travel and Tourism, MEADFA is also offering delegates the opportunity to visit Lebanon's many sites of historical interest on tours before and after the conference.

A number of major global businesses are confirmed as sponsors for this year's show, including Japan Tobacco International, Mazaya, Jordanian Duty Free Shops, Dubai Duty Free, Al Fakher, Kings Tobacco International, Aer Rianta International Middle East, Castania, Dufry, Lagardère Travel Retail, Imperial Tobacco, Ouzo of Plomari, Oris, Tourvest Inflight Retail Services, NESTLE International Travel Retail, International Duty Free Shops Morocco, Interworld Duty Free Lebanon, Haribo Group, Denizen, Capi, Hershey's, Majani and Zalatimo.

Media partners include *Duty Free News International*, *Frontier*, *Gulf-Africa Duty Free*, *The Moodie Davitt Report* and *Travel Retail Business*.

"The MEADFA Board is hugely grateful to H.E. Saad Hariri, Lebanese President of the Council of Ministers for his patronage of our conference, and to H.E. Avedis Guidanian, the Minister of Tourism, for his unwavering support. We are delighted to be able to finally bring the MEADFA Conference to the historic city of Beirut, which will provide the perfect backdrop to debate the current issues influencing trade in the Middle East and Africa. As our conference in Dubai, last year proved, there is a great amount of interest in the region and the growth opportunities within it. We are expecting another great turnout from our friends and partners in Lebanon and beyond," said Haitham Al Majali.

"TFWA has been involved in the organization of the MEADFA Conference since its inception nearly 17 years ago, and we are delighted to be bringing the event to Beirut for the first time. The city is one of the most important hubs of the region and a vital centre for business. Not only that, but Lebanese hospitality and cuisine are renowned throughout the world. For all these reasons we are confident that this year's MEADFA Conference will prove another successful and memorable event," said TFWA President Erik Juul-Mortensen.

Pre-registration for the show is now open and will close November 8, 2018.