



Press Statement – For immediate release
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“Reconnect, Rethink, Revive”: First virtual ETRC Business Forum paves the way for greater cooperation for Duty Free & Travel Retail

Organised for the first time in cooperation with the Tax Free World Association (TFWA) and in a full online format due to the COVID-19 pandemic, the 2021 edition of the Annual ETRC Business Forum drew participation from 350+ attendees across the European Duty Free and Travel Retail channel during interactive sessions held over the course of two half days on 20 and 21 January.

The Forum on the first day was launched with a welcome address from ETRC President Nigel Keal and included a range of insightful presentations including Retail Futurist Matthew Brown on creative retailing in crisis times, IATA’s Alan Murray Hayden on their Travel Pass initiative, and a panel discussion on policy priorities for ETRC such as Arrivals Duty Free in the EU, Brexit, threats to product categories and digital labelling.

The second day saw forward-thinking insights from Economist and Author David McWilliams, and a rallying call for Travel Retail to lead the way in travelling again from Gebr. Heinemann Director Corporate Affairs & Compliance Dr. Jennifer Cords and Journalist and Aviation Expert Cord Schellenberg. In his first speaking engagement since his election last December, TFWA President Jaya Singh presented his thoughts for the year ahead which was followed by a thought-provoking panel of suppliers across leading categories led by TFWA which concluded the event.

ETRC President Nigel Keal said: “I am delighted by the success of our first virtual ETRC Business Forum. It was very important for us at ETRC this year to use the Forum as a platform to support our industry in these turbulent times, and our cooperation with TFWA reflects that. From a personal point of view, I would like to think that the ETRC Forum has started the ball rolling in some small way to put some real meaning into the words ‘cooperation’ and ‘partnership’. Now is time to put words into action and work together for the recovery of our sector”.

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About the European Travel Retail Confederation

The European Travel Retail Confederation (ETRC) is an industry association for the duty free and travel retail industry in Europe, serving the industry and its members to help create the right environment to allow the industry to achieve its potential and protect it when challenges arise.

ETRC is composed of national and regional affiliated trade associations representing over 200 European companies, Tax Free World Association (TFWA) representing 500 brand companies, and direct corporate membership from individual companies working in the duty free and travel retail trade across Europe and beyond. The European Travel Retail Confederation's operations are directed by its Supervisory and Managing Boards and carried out by a full-time secretariat. For more information about the organisation, please see our website – www.etrc.org