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BUSINESS
FORUM
2026

MEET OUR
SPEAKERS

 Thursday, 22 January

 09:00-17:00

 Hilton Amsterdam Airport Schiphol

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Philipp Ahrens, Senior Vice President, Center management, Vienna Airport

Ahrens has over 27 years of experience in the airport world, since January 2021 as senior vice president of center management at Vienna Airport. Ahrens holds a bachelor's degree in European law and an aviation MBA. He is a guest lecturer in the airport module at the Danube University, Krems, Austria. Ahrens has been the chairman of the ACI Europe Commercial Forum since 2023.



Benjamin Dillmann, Managing Director, Deutsche Travel Retail Verband (DTRV)

Benjamin Dillmann is the Managing Director of the German Travel Retail Association (DTRV). He joined the Association in 2022. In his second role, he represents the interests of Gebr. Heinemann as Senior External Affairs Manager. Benjamin has served on the Managing Board of the CEETRA 2021/22. He has previously held various positions in Heinemann's Corporate Affairs, Customs, and Business Compliance departments. Benjamin holds an M.A. in Politics, Modern History & Media Sciences.



Piret Mürk-Dubout, SVP and Member of the Management Board of Tallink Grupp, CEO Tallink Silja AB & Vice President Maritime Affairs, ETRC

Piret is a member of the Management Board of shipping company Tallink Grupp and in her role has responsibility in the business for the areas of international sales, marketing and customer services in Estonia, Finland, Sweden, Latvia and Germany; Travel Retail business development - Tallink Duty Free and e-commerce; the development of on-board services - food & beverage concept development, entertainment development and group customer experience development.

Before joining Tallink Grupp, Piret was the CEO of Tallinn Airport. She has also worked in many leading positions within Telia Group both in Estonia and Sweden, including at the Estonian Ministry of Internal Affairs and as a CNN correspondent among other journalistic roles.



Stephen Hillam, Managing Director, Pi Insight

Having previously held senior positions at leading Travel Retail industry consultancies, Stephen Hillam founded Pi Insight to provide research, insight & data solutions to the Travel Retail industry. At Pi Insight, Stephen leads a team of experienced Travel Retail insight specialists. With extensive experience of multiple research and data processing techniques, Pi Insight work with global brand, retailers and industry associations, delivering useable insight and clear strategic direction across a wide range of industry themes.

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Nigel Keal, President, ETRC & Chair of UK Travel Retail Forum

Nigel Keal started his career in the Duty Free industry when he joined Allders (which later became Nuance) at the end of 1980s, before moving to World Duty Free in 1999 as Head of Beauty. Nigel is a lifelong retailer, starting his career as a Retail Manager in the UK High Street. Nigel's career has spanned all elements of the retail business including operations, merchandising and procurement. Nigel joined Dufry in 2006 and later became Global Commercial Director until 2021.

Nigel has served on the Supervisory Board of ETRC since 2010, and the Managing Board since 2017 before his first election as President of ETRC in 2019. Currently, he also serves as Chair of UK Travel Retail Forum.



Julie Lassaigne, Secretary General, ETRC

Julie Lassaigne became Secretary General of ETRC in February 2019. In this role, she manages and represents the organisation both externally and towards its members. Julie first joined ETRC in 2013 where she was responsible for managing some of the key challenges affecting the duty free and travel retail sector including product information to consumers, alcohol policy, air passenger rights and transport security.

Prior to joining ETRC, Julie gained extensive experience working for public affairs consultancies in Brussels with clients in the aviation, food and sport sectors. In 2022, she received the Frontier award for Outstanding Contribution to the travel retail industry.



Elias Liolios, Director of Commercial & Business Development, Hermes Airports

Elias Liolios joined Hermes Airports in 2006 and has held the role of Director of Commercial and Business Development since 2014. He has extensive experience in Business Development, Hospitality and Real Estate Management. Elias holds a BS in Mechanical Engineering and an MBA specialising on Strategic Management. Elias is responsible for all non-aeronautical business and leads the commercial development implementation at both Larnaka and Pafos airports. He previously served as the Chairman for ACI Commercial Forum.

Elias is an advocate for the travel retail and F&B industry and the key role it plays in enhancing the passenger experience. With a special interest in innovation and technology, he is determined to drive non-aeronautical growth by leveraging the airport passenger behavior system and find new ways to differentiate and enhance the airport customer experience. Recently he led the redesign project of the departures commercial area at Larnaka International Airport.

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Luis Marin, President and CEO Europe, Middle East and Africa Avolta AG

Luis Marin is the President and CEO of Europe, Middle East, and Africa for Avolta AG. Responsible for overseeing all facets of the organization, Luis has held senior executive roles with Dufry AG as Global Chief Corporate Officer and Business Control Director where he oversaw its mergers and acquisitions.

A proven leader in the field of finance and accounting, Luis served as Head of Finance and Administration for Areas; a subsidiary member of the Elior group. He was also the Financial Controller at Derbi Motocicletas Nacional Motor S.A. and Auditor at Coopers and Lybrand. A graduate of the University of Barcelona, Luis earned his degrees in economics, sciences, and business administration.



Giacomo Moroni, Trade and Market Access Lead, Moët Hennessy

Giacomo Moroni is Trade and Market Access Lead at Moët Hennessy (MH), the wine and spirits division of LVMH. He joined MH in 2022 as Global Public Affairs Coordinator, contributing to the development of the public affairs function by establishing priorities, reporting tools, and working methods. In his current position, he is responsible for international trade matters, working to advance market access for MH products by addressing both tariff and non-tariff barriers. Prior to joining Moët Hennessy, Giacomo worked at the American Chamber of Commerce to the European Union in Brussels. He holds a double degree in Public Affairs and Management from Sciences Po Paris and the University of St. Gallen.



Ricardo Oliveira, Senior Counsel, ETRC

With over 25 years of experience in the private sector, Ricardo has dealt with complex legal and regulatory issues of cross functional and cross jurisdictional in nature. As a general counsel and public affairs expert, he has held various senior positions in multinational companies such as IBM and BAT. He is also an accredited mediator with the Centre of Effective Dispute Resolution (CEDR) in London. Ricardo has a background in law and engineering. Currently, Ricardo is based in Italy and works as an external senior counsel to the Duty Free World Council (DFWC) and ETRC.



Joost Rosmuller Vice President & Managing Director, World Travel Retail – Mondelēz International

Joost leads Mondelēz International's World Travel Retail business, overseeing a global portfolio of iconic brands across airports, border shops, cruise lines, and other duty-free and travel hubs. With 30 years of leadership experience in the FMCG sector, he has held senior roles in marketing, sales, strategy, and general management at Unilever, LEGO, Cadbury, and Mondelēz. Throughout his career, Joost has consistently delivered step changes in commercial performance,

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driven by strategic portfolio management, operational excellence, and cross-functional leadership. He is widely recognized for his ability to inspire high-performing teams and unlock category growth across diverse international markets.

Joost is reshaping the future of travel retail by championing a consumer-first approach—leveraging data, design, and strategic partnerships to elevate the confectionery experience. Under his leadership, retail spaces become storytelling platforms, turning impulse into loyalty and transactions into memorable brand moments.



Nina Semprecht, Director Corporate Communications & External Affairs, Gebr. Heinemann & Vice President Public Relations & Communications, ETRC

Nina is Director Corporate Communications & External Affairs at Gebr. Heinemann where she is responsible for media relations and advocacy work as well as internal communications, event management, corporate sponsoring activities and corporate design. The proven communications expert has been with the Hanseatic family-owned company since March 2020 and has gained extensive experience in corporate communications and crisis communications, particularly in the financial sector. Among other things, she was responsible for the global diversity management of one of the largest German financial institutions.

Nina represents Gebr. Heinemann on the Supervisory Board of ETRC and has served on the Managing Board of ETRC as Vice President Public Relations & Communications since 2022.



Martijn Steur, Vice-Chair, ACI EUROPE Commercial Forum

Martijn Steur is the Founder and Managing Director of Kinetic Consultancy, a well-respected international advisory firm specialising in the commercialisation of high-traffic locations such as airports, rail hubs and mixed-use environments. With over 25 years of experience in the airport and travel retail industry, Martijn combines executive-level strategic insight with deep, hands-on operational knowledge.

Martijn is a recognised industry thought leader. He serves as Vice-Chair of the ACI EUROPE Commercial Forum and is a frequent conference moderator and speaker. He is known for guiding open, balanced discussions that bridge experience and solutions. In other words: Creating Experiences, Propelling Business.

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Lee Warren, Sales & Business Communications Expert & Professional magician

An expert in behavioural persuasion and influential communication, Lee Warren blends together psychology and sales with his background as a performer to teach others the secrets to being an outstanding business communicator. In an ever-cut-throat industry his keynotes and workshops give business leaders the skills for making that all-important impact. A professional magician and mind-reader for twenty years, Lee uses his background in magic, psychology, and sales to teach others the secrets to being an outstanding communicator in the world of business. He works mainly with global firms in finance, technology, and marketing, helping others to get their message across to colleagues and clients more effectively.

His book *The Busy Person's Guide To Great Presenting: Become a compelling, confident presenter*. Every time, is a clear, simple, and reliable structure which ensures you can engage your audience, build rapport and get your message heard and acted on. Previously Lee was a sales manager at The Times Supplements; worked for several years in media sales at News International; and set up Invisible Advantage for the fun of trying to make a company successful in the middle of a recession.



Fi Logan-Wyeth, Chief Commercial Officer, Retail inMotion

Fi is responsible for Commercial Development, Retail and Crew Excellence and Customer Marketing. She is passionate about really bringing the passenger into the heart of all decision making, utilising market trends, data analysis and pax profiling to really understand the customer's needs and tailor the on board offer to deliver customer satisfaction and drive ancillary revenues. Prior to joining Retail inMotion, she spent 11 years leading customer and brand proposition development at SSP.



Dr Linda Yueh CBE, Economist & Former BBC News Chief Business Correspondent

Linda Yueh was Chief Business Correspondent for BBC News and presenter of *Talking Business* with Linda Yueh for BBC World TV and the BBC News Channel. She is a Fellow in Economics at St Edmund Hall, Oxford University and Adjunct Professor of Economics at London Business School. She is also an Associate Fellow (U.S. and the Americas Programme) at Chatham House. Linda is a widely published author who has written and edited several books.

Linda's work examines major economies including Britain, China, United States, and Europe as well as developing countries, and her research focuses on global imbalances, economic growth, and the rise of emerging economies. She is a

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regular contributor to media coverage of economic and business issues covering markets, growth, policy, and trade.

She was an Adviser to the UK Board of Trade, and a Member of the Independent Review Panel on Ring-Fencing and Proprietary Trading of the UK government. Linda serves on the Advisory Board of LSE IDEAS and on the Policy Committee of the Centre for Economic Performance (CEP), both at the London School of Economics. Linda has also been a trustee of the Coutts Foundation and Malaria No More UK and held non-exec roles at the London Stock Exchange, JPMorgan Asian Investment Trust, and Rentokil Initial. She has advised the World Economic Forum, the Asian Development Bank, and the Economist Intelligence Unit.