

PROTECT
PERSUADE
PROSPER

 elrc
BUSINESS
FORUM

2026

PROGRAMME



Thursday, 22 January



09:00-17:00



Hilton Amsterdam Airport Schiphol

PROGRAMME

08.00-09.00 WELCOME BREAKFAST AND REGISTRATION

09.00-09.05 WELCOME FROM THE MODERATOR

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

09.05-09.20 WELCOME REMARKS FROM THE PRESIDENT

Nigel Keal, President, ETRC

09.20-10.10 KEYNOTE SPEECH:

Geo-economics, geopolitics and technology at a crossroads

As we enter a new year, in the face of ongoing uncertainty and a fragmented world, what can businesses expect? Dr Linda Yueh CBE will explore why the coming year is likely to be one of recalibration, including the conflation of geopolitics and economics, and the implications of technologies such as generative AI.

Dr Linda Yueh CBE is an economist, writer and broadcaster. She is a regular media commentator on all the major economies and the global issues affecting them. She has advised the World Bank, the European Commission and the World Economic Forum, among others, and has written a number of academic and popular economics books.

Dr Yueh is a Fellow in Economics at St Edmund Hall, University of Oxford, and an Adjunct Professor of Economics at London Business School. She is also an Associate Fellow (U.S. and North America Programme) at Chatham House.

10.10-11.00 REGULATORY SPOTLIGHTS: Advocacy in action

As regulatory demands increase and economic pressures intensify, the Duty Free and Travel Retail sector is in crucial need of strengthening its collective voice and enhancing cooperation. **Benjamin Dillmann**, Director General, Deutsche Travel Retail Verband (DTRV); **Giacomo Moroni**, Global Public Affairs Coordinator, Moët Hennessy; and **Ricardo Oliveira**, Senior Counsel, ETRC, will discuss how trade associations act to help shape a regulatory landscape that enables sustainable long-term growth.

11.00-11.30 COFFEE BREAK

PROGRAMME

11.30-13.00 ETRC BUSINESS PERFORMANCE INDEX AND PERFORMANCE INSIGHTS BY CHANNEL EXPERTS

The presentation of the much-anticipated ETRC Business Performance Index will be delivered by **Stephen Hillam**, Managing Director, Pi Insight. The subsequent discussion will deep-dive into four key Travel Retail sales channels and share their characteristics and opportunities for growth, with a panel of industry experts comprising **Philipp Ahrens**, Senior Vice President, Center Management, Vienna Airport; **Fi Logan-Wyeth**, Chief Commercial Officer, Retail inMotion; **Suzanne Mahoney**, Head of Retail Merchandising, MSC Cruises; and **Piret Mürk-Dubout**, Management Board Member, Tallink, and Managing Director, Tallink Silja.

13.00-14.15 NETWORKING LUNCH

14.15-14.30 COMMENTS FROM THE SECRETARY GENERAL

Julie Lassaigne, Secretary General, ETRC

14.30-15.30 LEADERS ROUNDTABLE: Re-enchanting Travel Retail

Around the topic “Re-enchanting Travel Retail”, this session will bring together **Elias Liolios**, Director of Commercial & Business Development, Hermes Airports; **Luis Marin**, President & CEO Europe, Middle East and Africa, Avolta; **Joost Rosmuller**, Vice President & Managing Director, World Travel Retail – Mondelēz International; and **Martijn Steur**, Vice-Chair of the ACI EUROPE Commercial Forum, to examine how to drive revenue growth for all stakeholders, inspire greater collaboration and, crucially, enhance the customer experience.

15.30-16.15 INSPIRATIONAL SESSION:

How to persuade anyone to do anything (well, almost)

Lee Warren is a sales and business communications expert, as well as a professional magician. An expert in behavioural persuasion and influential communication, Lee Warren blends psychology and sales to give business leaders the skills to make that all-important impact.

One of the most popular magicians in the UK and a mind reader for over twenty years, Lee uses his background in magic, psychology and sales to teach others the secrets of presenting, networking and influencing more effectively.

16.15-16.30 CLOSING REMARKS

by ETRC President and moderator

16.30-17.00 NETWORKING SESSION AND END OF FORUM