

ETRC Paris, 14 November 2008

### **ETRC publishes powerful Business Forum programme**

**The need for a more effective framework for travel retail in the EU and driving sales growth through anticipating consumer trends are the key headlines for the Forum programme announced today by the ETRC. The 2009 Forum, Travel Retail: A unique and distinct market in the EU, takes place at the Crowne Plaza Hotel in Brussels on 28/29 January.**

Following a key note address from the President of the European Parliament, Professor Hans-Gert Pöttering, and a report on the state of the industry 10 years on from the abolition of intra-EU duty free by ETRC President, Frank O'Connell, delegates will participate in an informative and thought provoking programme focused wholly on the European travel retail business.

At this must attend event, Mark Riches, CEO Autogrill Retail UK, will introduce and moderate a morning session on how travel retail companies can make social and environmental issues core to their corporate responsibility philosophy.

In the other morning session, case studies on the increasing national legislative initiatives impacting the industry will set the scene for a debate on a possible alternative regulatory framework for a European industry that trades across Community and national borders.

The afternoon will provide some insights into the key developments, risks and challenges for travel retail in the current turbulent business environment and the opportunities for the trade being created by this rapidly evolving industry. The final session, led by Martin Moodie, Publisher The Moodie Report, will look to the future and consider how the trade can take advantage of and benefit from new channels of distribution, such as the internet.

Frank O'Connell, commenting that Europe's travel retail and duty free industry still accounts for over 50% of the global business, said the Forum will deal with many of the crucial issues facing the industry today. "A full hall will send a signal to the European Commission and Parliamentarians, underlining the importance of the European business for us all, and will be essential to our collective ability to gain the EU support vital to protect and grow our industry and individual businesses."

You can read the full programme and register today by visiting the TFWA website and clicking on the link to the 2009 Business Forum.

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