



---

## **Business Forum 2016**

# **Championing Consumer Choice**

*A one day workshop – free of charge for*

***Corporate Members of ETRC and Members of National Associations***

**Brussels Airport Sheraton Hotel**

**Thursday, January 28th, 2016**

Moderator: *Jacques Parson, Vice President Marketing & Communication – ETRC*

### ***Revised Agenda***

**09.00 – 10.00 Welcome coffee & networking**

**10.00 – 13.00 Morning session: Setting the Scene for the Travel Retail Market in Europe**

#### **Welcome & Opening Address**

*Sarah Branquinho, President – ETRC*

Sarah will give an update on the current portfolio of activity undertaken by ETRC on behalf of its members.

#### **European Airports Travel Retail Business performance 2015**

*Fulvio Fassone, Vice President Business Development – ETRC*

In this popular session Fulvio will share the latest market performance and trends in 2015 from ETRC's own industry sales index, compiled in co-operation with Generation.

#### **Understanding the Travel Retail Shopper**

*Garry Stasiulevicius, Counter Intelligence Retail*

Taken from the recent multi-category shopper study undertaken on behalf of TFWA, this presentation takes a look at how shopper preferences differ across the entire travel retail offer.

**Coffee Break (11.30 – 12.00)**

## **Keynote Address: Mrs Violeta Bulc, European Commissioner for Transport**

The ambitions of the European Commission to improve the competitiveness of the European transport industry and how travel retail and duty free contribute to the economics of the European transport system.

### **Lunch (13.00 – 14.00)**

#### **14.00 – 16.00 Afternoon Session: Policy Issues in the Spotlight**

##### **Policy Issue I: Last months into the implementation of the Tobacco Products Directive II**

*Keith Spinks, Secretary General – ETRC*

In this presentation, Keith will identify the impacts and changes that the implementation of the new EU legislation in May will have upon tobacco retailing for European duty free and travel retail.

##### **Policy Issue II: Confectionery , Alcohol, and beyond - Informing consumers via off-the-pack technologies**

This session will look at providing the audience with options for the industry to meet the growing challenges on providing consumer information in the duty free & travel retail channel through technological solutions.

##### **Understanding the political context for responding to the growing challenge of providing information to consumers**

*Keith Spinks, Secretary General – ETRC*

##### **A review of technology options to inform consumers off-the-label**

*John Hume, Managing Partner – Hume Brophy*

##### **Consumers' expectations regarding access to information in the Duty Free and Travel Retail Shopping environment**

*Peter Mohn, Owner – CEO m1nd-set*

#### **Concluding remarks**

*Sarah Branquinho*

### **16.00 - 17.00 Networking**

---

#### ***About the European Travel Retail Confederation***

*The European Travel Retail Confederation represents the interests of companies in Europe selling tax and duty free products and services to international air and sea travellers, as well as companies operating in the European tax and duty paid travel retail trading environment that developed following abolition of intra-EU duty free sales on June 30<sup>th</sup>, 1999. The organisation works closely with European and international governments, regulatory bodies and other stakeholders and is composed of direct corporate membership and national trade associations representing over 500 European companies.*

*The European Travel Retail Confederation's operations are directed by its Supervisory & Management Boards and carried out by full-time secretariats headquartered in Paris and Brussels. For more information about the organisation, please see our website – [www.etr.org](http://www.etr.org)*

---