

FDFA Convention welcomes new format and director

The 2018 Frontier Duty Free Convention, which took place Nov. 3-7 in Toronto, was a watershed event for Canada's duty free association. It ushered in a new format in a new venue as well as welcoming a new Executive Director and a highly-respected public affairs agency.

The new format is a process, explained FDFA vice president Tania Lee, of Blue Water Bridge Duty Free, who spearheaded the convention plans. And while she expects some changes to take place in the future, there were many very nice touches and an overall positive response to this year's event.

For 2018, FDFA did away with the traditional trade floor, focusing instead on an all-suite show. The Omni King Edward Hotel offered ample space and a more elegant venue than some of the past hotels.

The opening cocktail was a big success, and set the tone for the week ahead. A number of suppliers held tastings and samplings during the event, and the atmosphere was extremely upbeat. The FDFA penny raffle and silent auction in support of Canada Child Find added another nice element. The annual Haleybrooke media dinner that followed the opening cocktail was very special, and gave many of us attending a chance to really chat



The ribbon cutting that kicked off the 2018 FDFA duty free convention in Toronto. From left: FDFA Executive Director Barbara Barrett, FDFA vice president Tania Lee, TFWA President Erik Juul-Mortensen, Alfa Brands Franco Gabriele, FDFA President Abe Taqqaq, FDFA members Michael Resch, Philippe Bachand, Cam Bissonnette and Simon Resch.

with FDFA's new Executive Director Barbara Barrett and Impact Public Affairs President Huw Williams.

A number of larger suppliers/distributors held a series of presentations for groups of customers during the exhibition, with audiences divided by geographic areas. I had the opportunity to sit in on one of the sessions conducted by Fontaine Distribution, which consisted of a very interesting and well-done discussion of trends in the fragrance and beauty industry.

Holding the awards dinner on Monday night rather than on Wednesday seemed to increase attendance by quite a bit, and an after-event lounge gave more suppliers a chance to spotlight their brands. A craft event on Tuesday evening highlighted still more brands.

All in all, the new FDFA format was a nice effort, even if some adjustments are made in the scheduling aspect of the show going forward.

Lois Pasternak



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Global TR contact: Zack Boiko, zboiko@Actium.us; Latam-and Caribbean TR: Daniel Bras, dbras@actium.us

FDFA 2018 GOLD STANDARD AWARD WINNERS

Best Canadian Airport Duty Free Company – AerRianta Internat'l

Platinum (Land Border) –A – Abbotsford Duty Free

Platinum (Land Border) –B - Blue Water Bridge Duty Free

Duty Free Distributor/ Agent of the Year – Distribution Fontaine

Supplier of the Year – Small Havana House Cigar & Tobacco

Supplier of the Year – Large Turkey Hill Sugarbush Ltd.

Best Marketing Award- Sault Ste. Marie Duty Free Store

Best New Idea Award - Importations Guay Ltée

Outstanding Land Border Duty Free Employee of the Year - Wilma (Willie) Deplonty Sault Ste. Marie Duty Free

Outstanding Airport Duty Free Employee of the Year - Vanessa Wong, The Loop DF, Montreal

Best New Fragrance/Beauty Product - Dolce&Gabbana Light blue Italian Zest, DFX Distribution/BHI

Best New Spirit/Tobacco/Beer - Whitley Neill Handcrafted Dry Gin Haleybrooke International

Best Specialty Product- Confectionery: Maple Cream Cookies, Turkey Hill Sugarbush

Best Specialty Product- Jewelry, Watches, Handbags and Acces. Swatch Watches, Swatch Group Canada

CONGRATULATIONS TO ALL THE WINNERS

FDFA 2018 General Operators Meeting opening session

FDFA President Abe Taqtaq reviews past year with pride and optimism

FDFA President Abe Taqtaq, of Windsor-Detroit Tunnel Duty Free Shop, opened the 2018 Operator General meeting with a very upbeat welcome.

"This year I am more excited and optimistic to open our meeting knowing what is in store for the FDFA future," he said, discussing the enthusiasm and accomplishments of the current Board of Directors, which was elected two years ago.

Taqtaq recalled that the board had defined clear mandates at its first post-election strategic planning session, which were shared with the membership at its 2017 semi-annual meeting in Toronto.

These mandates would take the FDFA back to its primary and core responsibilities, said Taqtaq.

They were:

1. Operating and delivering a convention that would bring together the industry once a year with a goal to bring value to all attendees that includes retailers, suppliers and all stakeholders, as well as try and grow the convention to include airports and others;

2. Focus on government relations and ensure that FDFA uses a strategy that brings certainty as well as positive relationships with federal government agencies, ministries and stakeholders at various levels of government;

3. Review all aspects of the asso-

ciation's operations in order to deliver value and efficiency to the membership;

4. And lastly, increase membership to 100% participation from all operators.

"As we look back at these goals, today I can proudly say that this board has worked extremely well together, and delivered the best results in recent memory. We will represent your interests whenever the opportunity arises," he said, personally thanking Board members Tania Lee, Philippe Bachand, Simon Resch and Cam Bissonnette for their dedication and results, followed by a huge vote of appreciation to FDFA Operations Manager Allison Boucher for her hard work, work ethic and all the convention logistics.

On that same theme of people assets, Taqtaq introduced new Executive Director Barbara Barrett, citing her experience with non-profits, and associations, and Huw Williams, president of Impact Public Affairs, PR strategist, representing the association in government relations.

"Our Convention theme for this year being collaboration and innovation, our new format is designed to fully engage our suppliers.

"It is an opportunity to fully understand and implement their strategies (suppliers)," said Taqtaq as he thanked all the sponsors.



Above: The team from Distribution Fontaine won the Best Large Distributor award. Left: Simon Roffe of Whitley Neill Handcrafted Dry Gin and Haleybrooke International's Roger Thompson celebrate their win for the FDFA's Best New Spirit of the Year.



Tania Lee, chairperson of the 2018 FDFA convention, at the spectacular chocolate buffet created by Guylian Chocolate and DFX following the Gold Standard Award Gala dinner in Toronto.

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New FDFA Executive Director spells out programs and goals

Barbara Barrett, the FDFA's new Executive Director, enthusiastically greeted the association's operator members, before updating them on Communications, Stakeholder Relations, Member Outreach and Government Relations.

"Your board has accomplished so much; it is a thrill to work with this board. And I am really looking forward to work with the rest of you (the members) and get to know you over the next few days," Barrett began in her opening remarks.

"I am extremely passionate about working with the FDFA, but my passion comes from yours."

Stressing the importance of communication, Barrett has already issued a newsletter, even though she has only been with the Association for two months. Future editions will be further developed and include more member-supplied reports of interactions with each store's community.

Social Media

Speaking of Social Media, which the FDFA has used sparingly up until now, Barrett stressed that it is important to be part of the conversation. Focusing first on the FDFA platforms on Twitter (the consumer-oriented @CanadaDutyFree, and the more association-focused @FDFAInsider), she has developed a calendar of planned tweets for the rest of the year, and also plans to send information to the media at least once a month. FDFA will also develop its Facebook platform.

"The idea is to be part of the conversation. We want the decision makers to see what we are doing. So please share your community activities with us so we can post them for you," she told the operators.

Stakeholder relations

Barrett said there are a number of organizations FDFA should be partnering with in order to make its voice stronger. These include the Retail Council of Canada, the Hotel Association of Canada, the Tourism Industry of Canada, the

Canadian Airports Council, the National Airlines Council of Canada and IATA, among others.

The Retail Council of Canada, for example, has just released a study on the impact of the cancellation of the Visitor Rebate Program ten years ago. The Council is looking to work cooperatively with FDFA and other stakeholder groups to advocate for the reinstatement of the program. Barrett reports that initial meetings with Conservative and Liberal ministers have been positive.

"FDFA will be part of this conversation moving forward," she notes. The FDFA will also participate in a National Roundtable on Travel and Tourism.

"I think it is important that we have a seat at the table," said Barrett.

The FDFA also had an information gathering meeting with the USMCA – (The United States–Mexico–Canada Agreement free trade agreement that is pending between Canada, Mexico, and the United States.) Negotiations have been concluded, but the agreement has not been signed or ratified as of today.

"We wanted to let them know that their decisions will impact us," she noted.

Government relations

Barrett expects the FDFA's relationship with the Canada Border Services Agency (CBSA) to continue, especially since the two organizations are located in the same building.

What are the next steps, she asked? "This is your association and the only way forward is if we are all engaged," she said.

The FDFA is looking at ways to mobilize its members on a grass-roots level, ranging from coordinating MP store visits during parliamentary breaks for member stores to designing activity kits to provide resources to individual members to engage with decision makers.

The Association is also preparing a Parliamentary Partners Program kit to help members raise FDFA's profile and influence with the federal government year-round.

Barrett also enumerated some key target issues for the coming year, including an outreach with key MPs and bureaucrats, preserving cigar regulations and revisiting the Road Trip program.

Tweets



IGL Duty Free wins FDFA's Best New Idea Award with WeChat/Alipay options

Montreal-based Importations Guay Ltee. (IGL) won the Best New Idea Award at the Frontier Duty Free Association's Gold Standard Awards at its annual convention in Toronto last week by introducing payment options for its growing base of Chinese customers.

IGL, which has seen an influx of Chinese visitors over the past several years with no sign of the number decreasing anytime soon, has added WeChat Pay and Alipay specifically to cater to these customers.

"One of the main challenges our Chinese customers face is the conversion rate and understanding exactly how many Yuan their purchase will cost them," says Lauren Guay, VP Marketing of the family-owned operator.

Guay says that many of their Chinese customers find it very confusing when they are charged the Canadian rate on their bill (they have a better understanding of US Currency).

"In China WeChat is a major app that allows people to call, text, search the internet and pay bills. It currently dominates the app market there due to its flexibility and options; this makes it a very recognizable feature that requires little explanation," she explains.

Now Chinese customers at IGL are able to use these apps to pay for their purchases.

"The cashier scans all of the purchases as usual. If the customer decides that they want to pay by WeChat we have a special payment machine that they scan with their phone. *Continued*



Lauren, Pierre and Justin Guay of Importations Guay Ltee.



3Sixty awarded the duty free contract for Costa Maya International Cruise Terminal

3Sixty (formerly known as DFASS) has been awarded a 10-year contract for the duty free concession at the International Cruise Terminal in Costa Maya (Mahahual), Mexico.

The new contract with the ITM Group covers a 3,400 square foot full walkthrough retail store located directly in front of the cruise pier, which should be operational in the first quarter of 2019.

The new store will cater to more than 1.5 million passengers annually from cruise lines including Carnival, Royal Caribbean, MSC, Disney and Norwegian.

Additionally, with the continued expansion of cruise traffic in Mexico (+10% vs LY) and a +43% pax increase in Costa Maya, ITM is finalizing a dock extension, which will create the highest capacity terminal in the Mexican Caribbean.

When the extension is completed, 3Sixty expects to serve more than 2.0 million passengers a year.

The new store will feature local design elements as well as inter-

national brands. To accommodate the passenger profile, local liquors, fragrances, confectionery as well as exclusive products throughout the Caribbean will be feature prominently, along with a full range of duty free/travel retail core brands such as tobacco, beauty and fashion accessories.

3Sixty Executive Vice Chairman Roberto Graziani comments,

"We are very pleased about the new Costa Maya retail opportunity, and we are looking forward to this great new partnership with ITM.

"The continued expansion of 3Sixty ground retail operations in the Americas remains one of the top strategic imperatives for our group."

3Sixty and ITM Group have also committed to partner in other destinations/countries and will be rolling out additional duty free/travel retail stores in the years to come.

ITM CMO Roberto Shamosh commented: "We considered many partners for this venture and are very confident that 3Sixty's expertise and capabilities in the

marketplace will pave the way for growth and development well into the future."

3Sixty operates duty free/duty paid concessions in several high-profile international airport locations, including Chicago O'Hare, Newark, Orlando, Fort Lauderdale, Charlotte Douglas, Denver, Dallas/Fort Worth, Ottawa and Philadelphia. Known

as the world's largest inflight retailer, 3Sixty operates on-board concessions for airlines such as Singapore Airlines, Air Canada, Virgin Atlantic Airways, and Avianca, among others.

3Sixty also operates retail stores at cruise ports in Singapore, Cozumel and Progresso in Mexico, and Harvest Caye in Belize.



3Sixty awarded Best in Retail In-Flight Duty Free by The BrandLaureate International Awards

In additional 3Sixty news, the former DFASS Group has been awarded Best in Retail In-Flight Duty Free at the BrandLaureate International Awards on Oct 16 in Singapore.

This inaugural Special Edition World Awards was organized by the Asia Pacific Brands Foundation (APBF). Companies are selected based on criteria such as Brand Strategy/Identity, Brand Culture, Integrated Brand Communications, Brand Equity and Brand Performance/Profitability. Points are given by the Board of Governors from globally recognized The BrandLaureate foundation.

DFASS (now 3Sixty) is the only brand to receive this award in this category.



IGL Duty Free wins FDFA's Best New Idea Award with WeChat/Alipay options

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"The amount owed is then displayed on their phones in Yuan and they approve the transaction (there are no added exchange charges once their statement is received). The approval appears on our WeChat device and a receipt is printed. It's as simple as that. Each purchase has its own personal QR code; if ever there is a return, the QR code is scanned and the purchase can be refunded," says Guay.

To communicate about the new payment methods IGL has posted signage throughout the store and at all of the cash registers.

IGL also offers the Alipay option, since the exchange rates on the two systems are not always the same.

"The customers are free to use the option of their choice," says Guay, who adds that IGL has seen a steady increase in the usage of this service since introducing it.

"Tour Guides are telling their customers ahead of time that it is available if needed. We are also seeing their reactions to the signage that is posted in store and it is very positive. Having the purchase amount in Yuan eliminates the question of how much money is being saved, resulting in less confusion and increased purchases.

"We are happy to be able to provide our Chinese clientele with a service that makes payment smoother and shows them that we care about their business," she concludes.

For information contact WLuna@cross.com

Estée Lauder opens first TR location for Too Faced makeup with DFS in T4, JFK



Too Faced makeup brings a pink and fun vibe to the DFS Duty Free store in JFK International airport's Terminal 4.

U.S. makeup brand Too Faced opened its first travel retail counter last week in a space full of sharable moments where customers can discover the latest Too Faced products amid fun-filled experiences.

Located at the DFS store in Terminal 4 at John F. Kennedy International Airport in New York, the opening marks the first of many travel retail locations for Too Faced both in the U.S. and around the world.

The new Too Faced location incorporates experiences to see, smell, and touch, in a fun, interactive atmosphere that reflects the vision of Co-Founder and Chief Creative Officer, Jerrod Blandino.

To support the grand opening, Nov. 11–17, the Too Faced Pro Squad will be on-hand at the JFK location offering makeovers to travelers, and GWP's with qualifying purchase.

Too Faced products will be

available in TSA-approved and travel-friendly sizes.

Too Faced makeup icons that will be the highlight of the new travel retail location include:

Born This Way – A complete line of complexion products including 30 foundation shades and 20 shades of the just launched Super Coverage 4-in-1 Concealer; **Hangover** – Replenishing primer and setting spray infused with hydrating coconut water to help erase the signs of jet lag, and

Better Than Sex, the number one-

selling prestige mascara in

America, says the company.

With this new shopping experience, Too Faced hopes to introduce new customers to the brand and offer existing fans an opportunity to purchase their favorites in a fun, new duty free setting, says the company, which was acquired by Estée Lauder two years ago in November 2016.



Aude Bourdier joins Brown-Forman

A familiar face in global travel retail, Aude Bourdier has taken a new position, joining Brown-Forman as marketing director for Global Travel Retail and Developed APAC which includes the domestic markets of Japan, Korea, Taiwan, Australia and New Zealand.

The announcement was made by Marshall Farrer, senior vice president, managing director, Global Travel Retail & Developed APAC for Brown-Forman.

Aude Bourdier will conduct her marketing director duties for global travel retail and developed APAC based in London and will report both to Farrer and Sophia Angelis, Brown-Forman's head of marketing for international regions, effective November 5, 2018.

Aude Bourdier was most recently with Bacardi-Martini where she served as regional director Europe for Travel Retail.

She previously held a similar role for Asia Pacific between 2007 – 2011 and has also served as global marketing and sales director for Bacardi French Brands and Chateau de Cognac.



Aude Bourdier

"Aude Bourdier is not just an established presence in the global travel retail channel but is a highly respected professional with a wealth of experience in important markets across Asia and the Pacific. She will be a terrific addition to the Brown-Forman team,"

Farrer said.

Bourdier has also been elected to the Tax Free World Association (TFWA) Management Committee several times and served on the organization's board as Vice President, Commercial. She will be relocating to London from Geneva.

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Has the following positions available:

Regional Sales Director – Travel Retail North America

This position reports to the General Manager for the Americas and is responsible for all travel retail sales-related activities in the North-American region. Accountable for developing and executing business strategies to deliver sales objectives including sell-in and sell-out goals for the region; providing strategic solutions and input for key corporate initiatives; forecasts and implementation of action plans; management of Sales team.

Requirements: BA degree in Business Management or related field (MBA ideal); 4-5 years in sales position in the Cosmetics/Perfume industry.

Submit resumes

to: gcamplani@sac.shiseido.com or mrfernandez@sac.shiseido.com

Product Manager Cosmetics – The Americas Travel Retail & Local Markets Latin America (MIAMI-BASED)

Candidate reports to the Cosmetics Marketing Manager and will be responsible for the implementation of the marketing strategy of existing and new products and adherence to brand's guidelines. Will execute animation plans throughout the Americas region, assist with the development of marketing plans for assigned products/brand; oversee market research and analysis, promotions, and advertising.

Requirements: BA/BS degree; minimum 2-3 years working in operational and/or trade marketing with a known cosmetics brand. Must be fluent in English and Spanish.

Submit resumes

to: gcamplani@sac.shiseido.com or mrfernandez@sac.shiseido.com

International Trainer Fragrances – The Americas Travel Retail & Local Markets Latin America (MIAMI-BASED)

Position reports to the Training Manager for the Americas. Responsible for organizing and conducting training sessions/seminars and providing on-counter coaching throughout the region, reinforcing product and brand knowledge. Motivates sales force, beauty consultants, and counter managers and monitors. Acts as brand representative for PR events.

Requirements: 2-3 years of experience as a trainer in TR or in retail sales preferred; dynamic personality with impeccable communication skills in English and Spanish. Portuguese, a plus.

Submit resumes

to: gcamplani@sac.shiseido.com or mrfernandez@sac.shiseido.com

Associate Marketing Manager - Travel Retail & Open Sell / NARS Brand (NY-BASED)

Position will report to the VP NARS International Marketing & Business Development and will be key marketing contact in the NY office for Travel Retail (60%) and Open Sell (40%) channels in the EMEA and Asia regions (i.e. Sephora, Mecca in Australia, amongst others). Key responsibilities are to influence the marketing strategy, plan product and launch initiatives and ensure brand guidelines are followed. Responsible for managing and driving growth of the brand in partnership with the Travel Retail and the EMEA Local Markets teams. Lead cross functional efforts with global marketing, product development, visual merchandising, communications, education, and operations/sales administration teams to drive channel-specific initiatives, retailer exclusives, and supporting assets.

Requirements: BA/BS degree required; 2-3 years Travel Retail experience; Retail Marketing and International business experience, a plus; superior written and verbal communication skills; demonstrated leadership abilities and experience working with different cultures.

Submit resumes to: hcekovic@sac.shiseido.com.

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Marketing Assistant – provides operational and administrative support to Brand Manager with general day-to-day marketing duties; communicates with vendors, generates purchase orders, maintains supplier data base. Industry experience preferred.

Commercial Assistant/Order processing – reports to the Forecasting Manager; receives purchase orders to process and follows up with logistics team to ensure on-counter timely delivery of products; liaises with Marketing, Sales, and Logistics departments.

Submit resumes for Miami-based positions

to: gcamplani@sac.shiseido.com or mrfernandez@sac.shiseido.com

LAC airports face capacity challenges as passenger traffic growth continues

As passenger traffic in the Latin America-Caribbean region continues to grow, Airports Council International (ACI) World and ACI Latin America-Caribbean have called for a whole-of-industry response to the forecast growth in demand for air services in the region.

This call was made as the ACI Latin America-Caribbean Annual Assembly and Conference got underway this week in Miami. The Conference was hosted by the Miami-Dade Aviation Department, operators of the Miami International Airport (MIA) – which is widely regarded as the gateway to the Americas and is celebrating its 90th anniversary in operation this year.

TMI will present a detailed report on key presentations in our next issue.

The main theme of Tuesday's conference revolved around how airports in the region must develop capacity in order to accommodate the growing demand from the region and worldwide, and how to fund this development.

The Latin America-Caribbean region experienced an economic recovery in 2017 after several years of weak performance. While passenger traffic growth rates showed resilience during this time - with results over 5% every year from 2010 - they moderated in 2016. Since then, there has been a return to strong growth with a year-over-year passenger traffic growth for the region of +4% in 2017.

To keep pace with the continued growth in passenger traffic growth in an increasingly commercial and competitive business environment, ACI asserts that airports must be able to collect sufficient revenues to finance investments in infrastructure and operations while also maintaining high levels of service for passengers.

“Aviation is a vital industry in the Latin America-Caribbean region, supporting 7.2 million jobs and providing \$156 billion in economic value,” said Angela Gittens, Director General, ACI World, then touching on the success private investment in airports have had providing new or improved infrastructure, better facilities, and a positive influence on passenger experience, including in the Latin American-Caribbean region.

Martin Eurnekian, CEO of Corporación América Airports, President of Aeropuertos Argentina 2000 – and ACI Latin America-Caribbean President – said that airports must prepare to meet the challenges of passenger traffic growth which is making a solid revival in the region following an economic downturn in the larger economies in Latin America.

“With the expected growth of demand in our region, airports are experiencing capacity challenges similar to those faced in Europe and North America,” he said.



Breitling has an immediate opening for an **Area Sales Manager Based in Miami**

The Area Sales Manager is responsible for the development and improvement of Breitling business in the region Caribbean /LATAM ensuring that sales, visibility, quality of services and quality of customer's relationship is in line with the company guidelines.

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•Reach the monthly budget by continuously monitoring account performance, tailoring account strategies & action plans, leading to maximizing retailers' sales.

Account Management:
•Maintain privileged contact with all clients in the market and ensure high levels of account satisfaction.
•Advice and plan the replenishment of watches with the retailers, ensuring optimal product mix / assortment policy.
•Monitor the stock as well as the sell-in/sell-out per POS and draw action plan to strengthen the sell-out.

Ideal Candidate:
• Position based in Miami office.
• Degree or equivalent experience
• Solid experience in wholesale of jewelry/watch or luxury goods brands.
• Strong communication and problem-solving skills.
• Excellent organizational skills.
• Proficiency with computer programs including MS Office Suite, Excel and Power Point
• Entrepreneurial spirit.
• Regional sales experience Caribbean/LATAM
• Ability to travel 40-50%
• Bi-lingual English/Spanish

Interested applicants email resume to: info@breitling.bs



Clarins, a luxury beauty brand, is seeking a Senior Brand Manager, based out of Miami, FL.

This position will maintain the flow of information regarding new Export developments, launches and promotional activities, coordinate and implement marketing projects with responsibilities that include Forecasts Management, A&P Management, Prices Analysis, Promotional activities coordination, PR Event Coordination, Media Strategy and Merchandising.

Responsibilities include, but are not limited to:

Forecast Management, Marketing, Launches & Promotional Activities, Responsible for A&Ps, Merchandising, Reporting & Data Management, Special Events

Essential Skills and Abilities

*BA Degree in Marketing or equivalent
*Relevant Skin care experience in Operational Marketing management
*Successful track record of brand management
*Able to formulate business strategy and carry out implementation plans
*Strong communication and presentation skills
*Fluency in Spanish and English: Portuguese or French will be an advantage
*Advanced skills in Excel and PowerPoint
*Travel required

Please send resume to Amanda.Brinkerhoff@clarins.com

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- * Identify development needs of store personnel and coordinate training.
- * Partner with buyers and store managers to influence inventory levels and assortments based on specific market demands;

Qualifications

- * Bachelor's Degree in Business Management or equivalent experience.
- * 5 + years of experience in Retail Operations/Field Management
- * Franchise and multi-unit store management experience preferred.
- * High level of analytical skills using Excel, PowerPoint, and MS Office applications.
- * Strong leadership skills, deadline and detail-oriented.
- * Ability to travel up to 75% within wide geographic markets.
- * Fluency in English & Spanish both written and oral is a MUST. French is a plus.

Please send resumes to
Marlene Usallan @
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