



## New research study highlights key behavioral differences between regions; Americas lag behind global counterparts

Yet another study indicates that the percentage of travel retail sales in the Americas lags far behind those of its global counterparts when it comes to airport shopping.

Swiss research agency m1nd-set has just released a study that focuses on global passenger and shopper behavior in airports, revealing key differences in behavior of passengers from the major world regions.

The study, which was compiled via its Business Intelligence Service (BIS) platform from interviews conducted with 75,000 passengers worldwide, looks at the major differences in shopper's purchase planning behavior from region to region as well as the reasons to purchase.

Using traffic data from the BIS, sourced from IATA, the report highlights the performance of travel retail in each region by analyzing the share of duty free entitled passengers per region against the overall sales of duty free shops in airports.

While the share of sales in Europe (31%) compared to the region's share of international passengers (46%) does not look encouraging, when compared to the share of duty free entitled passen-

gers, i.e. travelers flying to destinations outside Europe, (26%), the results are more positive, with sales surpassing passenger numbers by 5%.

Using the same benchmark, the study reveals that the Asia Pacific region also outperforms in terms of sales versus passenger share by 8%, while in the Middle East & Africa region, the passenger share outweighs the share of sales by 15% to 11%.

In the Americas, the gap is significant with the passenger share 10% higher than the region's share of sales at 26% versus 16%.

The report also reveals that while around 8 out of 10 shoppers generally plan their airport duty free purchases to some extent, 85% of international travelers in Asia Pacific tend to generally plan their airport shop purchases, significantly more than travelers in other regions. Travelers from the Middle East and Africa are the least likely to plan their duty free shopping. This tendency is further demonstrated looking at when travelers make the decision to purchase.

Some 35% of travelers in Asia Pacific decide that they will purchase from the duty free shops while at home still, before setting

out for the airport. Only 27% of travelers from the Americas decide while they're still at home, 29% in the Middle East and Africa and 32% in Europe.

The report also focuses on the main differences in passengers' purchase drivers, revealing above average scores for all purchase drivers for travelers from the Middle East and Africa.

### m1nd-set adds VR

In other m1nd-set news, the Swiss agency has formalized its partnership with the research technology agency Checkmate VR to provide end-to-end VR solutions to the Global Travel Retail (GTR) industry.

Launching in Cannes during the TFWA World Exhibition, the partners will be presenting the new service to industry stakeholders, including cutting-edge B2B Virtual and Augmented Reality solutions to help optimize key points of engagement throughout the passenger journey, from home through the airport and to their airline seat.

### PEOPLE

Safilo Group has named **David Anabitarte** as its new Commercial Leader of Latin America, effective October 2, 2018. He will be based in Mexico City.

Anabitarte has over 20 years of experience in the eyewear industry working in the U.S. and Latin America, serving most recently as Vice President of Latam and Caribbean at Marchon Eyewear.

"Latin America is an important strategic market for Safilo, and one of the most promising regions within the Emerging Markets. We are delighted to welcome David, who brings his extensive experience and an indepth understanding of the unique challenges of our customers and partners in this region," says **Angelo Trocchia**, CEO of Safilo Group.

Safilo Group also recently appointed **Luca Dalla Zanna** as new Brazil Country Manager. With more than 18 years' experience in multinational companies in the eyewear sector within the Latin America region, Dalla Zanna has a particular focus on both Brazil and the luxury and mass consumer segments.

In related news, Safilo has renewed licensing agreements with **Banana Republic** and **Fossil**.

**Mario Nunes**, after 13 years with travel retailer Shopping China, has joined **Marie Brizard Wine & Spirits Group** as Export Manager/Latin America based in Sao Paulo, Brazil.

**Yves de Launay**, whose career has spanned such luxury brand companies as Lanson Champagne, Kering, Cartier and Remy Cointreau, has been named Vice President, Private Client at **Moët Hennessey, LVMH**.

**LOOKING FORWARD TO SEEING ALL OUR COLLEAGUES IN CANNES!**



## WARMING JOY

Welcoming, festive blends for a season of celebratory moments.



**Tea Forté**  
 The Exceptional Tea Experience

Global TR contact: Zack Boiko, [zboiko@actium.us](mailto:zboiko@actium.us); Latam-and Caribbean TR: Daniel Bras, [dbras@actium.us](mailto:dbras@actium.us)

## Reba Americas creates new ScentoGo travel atomizer



Reba Americas, LLC is introducing ScentoGo, the next level in portable perfume holders for travelers.

ScentoGo sports a new patented lock system that completely prevents leaks, says Reba Americas founder Orlando Bajos.

When the valve is twisted open, the bottle can be filled quickly with a pumping action. The bottle can only be locked back into the ScentoGo case once the valve is closed. There is no cap to lose, so it cannot pop off or spill. In addition, the atomizer will only spray in one direction.

Holding 4ml of volume, this sleek, minimalist and compact bottle is lightweight and holds 55 sprays.

ScentoGo was designed by

Bajos, who in 2010 brought the Travalvo concept to the Americas domestic and travel retail markets, which eventually accounted for more than 50% of the brand's global sales.

After his contract expired in 2016, Bajos realized that there was still a huge demand for a portable perfume atomizer, and helped develop a new product, with a number of enhancements, he says.

ScentoGo is currently available in six colors: Electric Purple, Hot Pink, Jet Black, Pure White, Scarlet Red, and Sky Blue. Cases are interchangeable, and are easily swapped.

Bajos will be attending TFWA in Cannes. For more information about ScentoGo, contact him at [orlandob@rebaamericas.com](mailto:orlandob@rebaamericas.com).

## Karina Lassen brings top Danish brands to TR

Duty free veteran Karina Lassen has started her own company, BRAND-MOVER by Karina Lassen, which will be handling the global Travel Retail market for a number of high-profile Danish brands.

Lassen, who has more than 17 years' experience in sales, held leading roles with top fashion brands such as Pilgrim Jewellery, Vero Moda, Cristiano Ronaldo fragrances, Sloggi/Triumph, CR7 underwear by JBS Group, Bella Ballou scarves & Acc. Lego Wear, Dyrberg Kern Jewellery, Sif Jakobs Jewellery, Gosh Copenhagen Cosmetics and Oh By Copenhagen Fur.

In 2003, she developed Pilgrim A/S' Travel Retail department and since expanded some of the brands above into Travel Retail.

Her current portfolio includes award-winning Sif Jakobs Jewellery, Ecooking 100% organic skincare from Denmark, children's clothing from LEGO wear, and Decoy, high-quality ladies socks and tights, and CR7 (Cristiano Ronaldo) men's and kids underwear both from JBS textile Group, as well as men's underwear, socks and nightwear under the JBS label.

To see the collection in Cannes, please contact Lassen at [kl@brand-mover.com](mailto:kl@brand-mover.com)

Go to [www.brand-mover.com](http://www.brand-mover.com) for more information.

## Victoria Wieck introduces Sky B Apple iWatch Accessory

Fine jewelry designer Victoria Wieck has introduced a new product that could do exceptionally well in travel retail – her SkyB Apple iWatch case is the only jewel-covered case on the market that functions without any reduction of battery power, cellular function, bluetooth or wireless functions.

The cases feature Swarovski Zirconia and work with iWatch 2 and iWatch 3, featuring easy to slip-on-and-off patent-pending designs. Each case has an open back design for easy charging.

All styles are available in silver tone, gold tone, rose gold tone, gunmetal, and matt black in two sizes.

For those of you who remember, Wieck's jewelry brand Ravello Beverly Hills was a top-seller in duty free, particularly in inflight and cruise line programs in the 1990s. She went on to be incredibly successful on HSN around the world, and after 18 years with HSN, last year moved to multiplatform interactive digital commerce company Evine.

For more information, contact [Becky@Prime-Art.com](mailto:Becky@Prime-Art.com), (469) 221-0802



**CRAFTED IN TENNESSEE.  
BOTTLED IN BOND.**

INTRODUCING A TRAVELERS' EXCLUSIVE JACK DANIEL'S, BEARING THE BOTTLED-IN-BOND DESIGNATION OF QUALITY.

BEST SIPPED WITH THE SAME CARE THAT JACK PUT INTO MAKING IT.

TRAVELERS' EXCLUSIVE



## Igor Boyadjian appointed Edrington MD, Asia Pacific & India Suzy Smith to take over Global Travel Retail

Igor Boyadjian, currently managing director of Edrington Global Travel Retail, has been named as regional managing director, Asia Pacific & India beginning in 2019. He replaces Martin Reimann, who is retiring.

Edrington's Global Travel Retail business will now be led by Suzy Smith, formerly marketing director for the company's Regional Power Brands business, which includes The Famous Grouse, Brugal rum and Cutty Sark.

Commenting on the leadership changes, Scott McCroskie, managing director of The Macallan, said: "I am delighted to welcome Igor and Suzy to their new roles. I have great confidence that they will continue to build on our successes in Asia Pacific and Travel Retail, directing the momentum of our iconic portfolio of brands to captivate a new generation of consumers.

"I would also like to thank Martin for his dedication and contribution to Edrington. He has been an exemplary leader of people and a key contributor to The Macallan's tremendous growth in Asia. We wish him and his family all the very best for the future."

Reimann joined Edrington in 2002 to set up its first overseas office in China. Over the past 16 years he has grown the business to more than 300 people across the region.

Igor Boyadjian said: "I am very excited by the prospect of leading a region that has become a powerhouse for Edrington's brands. I am really looking forward to working with a talented team to continue to advance our premiumization strategy and brand building focus in what is an incredibly dynamic part of the world, with a strong emphasis on strengthening The Macallan's position as the ultimate

luxury spirit, but also accelerating the growth of our super premium and prestige portfolios."

Suzy Smith said: "Travel Retail is a fast-paced and evolving business that presents the ideal opportunity for brands to make meaningful connections with consumers.

"New major investments across the world are redefining this environment, demanding a brand and retail space that is as memorable and immersive as the travelers' journey. I am looking forward to leading Edrington Global Travel Retail, as we continue to grow our brand equity and consumer recruitment across this truly global channel."

Martin, Igor and Suzy will be working together closely to ensure a seamless transition of leadership between now and December 2018, when the changes will become effective.

*Igor Boyadjian &  
Suzy Smith*



*Martin Reimann*

## Duty Free Global announces partnership with Sazerac

Duty Free Global has reached an agreement with Sazerac Company to represent some of its key global brands with select travel retail accounts in Europe, the Middle East, and Asia Pacific.

The Sazerac portfolio includes Southern Comfort, Buffalo Trace Bourbon, Fireball, Paddy Irish Whiskey, Eagle Rare Bourbon, Stag Jr., and 1792 Bourbon, among many others.

The portfolio will be on display at the TFWA Show in Cannes on Duty Free Global booth H 17 in the Blue Village.

Commenting on the new partnership, Guy May, global sales director, Sazerac, said, "Barry and the Duty Free Global team have a solid reputation for brand building in Travel Trade. We are pleased to have the opportunity to work with them to develop our brands in this important channel."

Founder of Duty Free Global Barry Geoghegan commented, "We are extremely proud to be chosen by such a respected and quality driven

company to represent their amazing range of super quality brands in travel retail. We are really looking forward to introducing our operator partners to this diverse and super premium quality range of world-renowned spirit brands. In Cannes we are particularly excited to introduce our partners to the newest member of the Southern Comfort portfolio, Southern Comfort Black Label, marking the brands' return to the U.S. Whiskey category. The increased global demand for bourbon, aligned with the huge popularity of Southern Comfort and the enormous growth of Fireball, make this a portfolio to suit all our global partners."

The partnership between Sazerac and Duty Free Global became effective September 1, 2018.



*Duty Free  
Global visits  
Sazerac's  
Buffalo Trace  
Distillery in  
Louisville,  
Kentucky*



## Tito's Handmade Vodka range makes TFWA Cannes debut

Tito's Handmade Vodka is premiering its new eight-bottle range of formats at TFWA Cannes, after a year of strong growth and an expanding footprint in the global travel retail channel.

This step follows the successful introduction of Tito's 1.75L and 200ml bottles in the Asia Pacific region earlier this year where, according to an in-store study conducted by the Tito's GTR team, sales grew significantly in locations where facings were increased.

Tito's Managing Director International, John McDonnell says:

"Our philosophy is to do one thing and do it well, so there will only ever be one Tito's Handmade Vodka. However demand outpaces shelf stock and so to avoid out of stocks and increase visibility it's vital that Tito's has more space.

"We therefore look forward to launching the new bottle formats and as operators discontinue products that are not selling, we hope that they will give that space to craft brands such as Tito's."

This call to retailers to stock a range of Tito's Handmade Vodka and increase on-shelf visibility comes as the brand continues to post strong growth figures, resul-

ting from significant advances in distribution and new operator partnerships

Following the new global agreement with Dufry in summer 2018, Tito's is now available across all five of the operator's divisions, with new airport store locations including London Heathrow and London Gatwick, Stockholm, Helsinki, Madrid, Lisbon, Athens, Zurich and Jordan amongst others. This distribution breakthrough will be supported with sampling and activation in-store in the coming months.

Tito's launched in Africa in March, where it is partnering with Flemingo International in their stores in Mozambique, Rwanda, Uganda, Zambia, Burundi and Ghana.

This agreement was preceded by gains in Latin America and Asia Pacific, including Guam and South Korea airports, Thailand and Malaysia border shops, Heinemann stores in Australia and Malaysia and Lagardère locations in Hong Kong and New Zealand.

Through Cape Town distributor, Truman and Orange, listings are also rolling out in South Africa duty free. India is fast becoming an important market for Tito's, with



distribution across all key airports with excellent sales results.

By Christmas 2017 Tito's was stocked in all the main airports in its U.S. home market.

Alongside the introduction of new bottle formats, Tito's will unveil its gift bag collection which includes the 2018 Ugly Sweater promotion for the holiday season in-store from November, as well as a commemorative gift bag to mark the 2019 Chinese New Year celebrations.

This follows the successful American flag burlap bag this summer and the special red velvet gift bag for Chinese New Year.

John McDonnell says: "Consumers from all continents are pur-

chasing Tito's so it's becoming a truly global brand. Our clear aim in travel retail is continued growth so TFWA Cannes is extremely important, enabling us to talk to both existing and potential customers about their operations and how we collaborate so we all benefit from the opportunity that Tito's presents.

"Our exciting plans will elevate Tito's presence in-store and include the extensive new bottle range and our non-traditional promotional gift packs, which will drive trial whilst rewarding loyal fans with more opportunities to purchase.

"This is a great chance for operators to capitalize on the American craft spirits trend."

## Wild Tiger launches Rumtastic Rum Box

Wild Tiger Rum is planning engaging airport and cruise line activations for its Rumtastic Rum Box, which it launched this September, says Chief Brand Officer Gautom Menon.

Billed as a "Rumtastic experience of Around the World in 20 Rums," the Rumtastic Rum Box is an exclusive collection of 20 rum miniatures, carefully curated from around the world and encompassing rum of every style and profile.

The Rumtastic Rum Box has already received significant pre-orders from the major Travel Retail Operators, says Menon, and it has been shortlisted at this year's Frontier Awards under the category "Speciality Concept of the Year."

One engaging activation is the 'Rum Roulette Experience, where

a traveler can spin the Rum Wheel and try the corresponding rum.

"It's great fun to play this when on holiday or with a gathering of friends all whilst relishing some great Rums and learning about it," says Menon.

The first edition of Rum Box includes premium rums from countries in six continents including Australia, Antigua, Barbados, Denmark, Indonesia, Panama, Belize, Brazil and Mauritius. The Rum Box will feature Wild Tiger Special Reserve Rum as the representative Rum from India.

The Rumtastic Rum Box will soon be introduced in a 10-pack variant, designed for on-board listings on airlines and cruise ships. Wild Tiger has plans on limited



edition versions of the Rumtastic Rum Box to capture the true spirit of the participating nations of the 2020 Olympics at Tokyo, Japan, and for the Chinese Year of the Tiger in 2022.

"We are optimistic about the opportunities in the Tax Free Industry, which we believe will see the next new wave of drink connoisseurs and millennials embracing unique and standout rums as their preferred drink of choice," says Menon.

## Mondelez WTR points to a digital future for confectionery

Mondelez World Travel Retail (WTR) is focusing on new digital technologies and solutions to help keep its iconic brands, the confectionery category and the wider industry relevant and in-tune with shopper needs in today's world.

Its digital strategy is based on three pillars of in-store digital engagement, online communications and e-commerce, and spans across all aspects of the company's Delighting Travelers Category Vision for travel retail.

Ivo Knuesel, Head of Category Planning at Mondelez WTR, says that Mondelez WTR is taking the lead in creating the differentiation and fun that this channel requires to

be as relevant and appealing as possible to shoppers of the future.

"This holistic approach to the confectionery category is helping us better interact with Next-Gen travelers, who are highly connected and tech-savvy, with a strong desire for bespoke experiences and sharable moments," he says, adding "Digital transformation is a journey."

Mondelez WTR has implemented some very successful campaigns enriched with digital components over the last 12 months, he says.

"Together with our partners, we are determined to seize the clear digital opportunity in travel retail."

Two examples include the launch of Toblerone's tiny format crunchy almond flavor that incorporated a range of in-store digital activations with the 'Who will you share with?' slogan, and Cadbury's innovative floor projection football game to celebrate its partnership with Premier League.

Mondelez WTR's activations that featured digital in any way have also been supported with online communications throughout the travelers' journey to increase footfall. The brands' campaigns effectively leveraged social media - both advertising and partner channels, geo-targeted advertising with interactive pop-up banners, as

well as travel-relevant applications and electronic documents.

To cater to shopping at all stages of the journey the company streamlined and enhanced presence for their campaigns on e-commerce platforms through headlining the category or advertising to increase visibility.

Some of these latest digital innovations will be showcased at Mondelez WTR's stand at the upcoming TFWA World Exhibition in Cannes (**Riviera Village, Stand RG5**). The company's stand has been completely redesigned, upgraded and digitized to reflect Mondelez WTR's vision for the future.

### Mondelez WTR builds momentum with biscuit category

Mondelez WTR is also stepping up its activities with biscuits, following its highly successful inaugural year establishing the category to generate incremental revenue.

Category Marketing Manager Irina Tarabanko reports a strong double-digit sales increase for its biscuit products, with the category growing four times faster than chocolate.

Tarabanko says that the company's virtual store trials, with a distinctive biscuit category positioned next to chocolates, fuels growth and is in line with its 'Delighting Travelers' category vision. Mondelez will be accelerating its biscuit efforts with the launch of Cadbury biscuits into the channel, upgrading its Biscuit Bakery umbrella concept for Cadbury, Milka and Oreo, and stepping up consumer engagement through its "Which Biscuit Are You?" campaign.



### SKROSS unveils world adapter designed with Jensen

Swiss brand SKROSS will be premiering its first joint project with Jacob Jensen Design, a leading Scandinavian design consultancy, in Cannes. The partnership was announced last year at TFWA.

Called Alpha by SKROSS, the product is a new world travel adapter, designed by Jacob Jensen, featuring a fresh design with state-of-the-art inner components, and a smart function to prevent overheating.

The logo for the Alpha by SKROSS reflects an alpha sign incorporated into an open infinity symbol, taking inspiration from, and

and highlighting, the adapter's unlimited possibilities and durability, says the company, which it calls Swiss Engineering meets Danish Design.

See it at #L60 in the Green Village.



### Nestlé ITR brings its SOUL to Cannes

Nestlé International Travel Retail (NITR) will announce a new wave of products and experiences across strategic brands KitKat, Smarties and Nestlé SWISS in Cannes, highlighting its commitment to leading innovation in the Travel Retail confectionery category throughout 2019.

The new launches will focus on NITR's SOUL (Stories, Occasion, Unique, Local) strategic framework as a response to the changing travel retail industry, particularly among Millennials, who represent 50% of all spend (Nielsen 2017). An important Millennial trait is an interest in 'experience', with 72% of consumers more interested in spending money on experiences rather than materials things (American Express).

As a generation that wants to be in control of what it experiences, Millennials are looking for the right experience that fits their mood and personality, says Nestlé. Their use of technology is also drastically different, they are more likely to disengage for entertainment and social media, where they share their experiences widely.

NITR's SOUL framework and 2019 innovations respond to these industry challenges as they aim to deliver aspirational and shareable brand stories and enrich the travel experiences of these consumers, who want to spend money on exclusive and unique products.

The Nestlé campaigns include KitKat "Live your Break;" Smarties "Create Colourful Stories;" and Nestlé SWISS "Be Inspired."

Stewart Dryburgh, General Manager, Nestlé International Travel Retail, said:

"At NITR we are continuing to focus on insight-based innovation creating an outstanding range of exclusive products across KITKAT, SMARTIES and NESTLÉ SWISS.

We are excited about unveiling our new product developments and are confident that our added-value propositions deliver more than just enjoyable taste; they provide a unique factor, engaging experiences, digital presence and relatable storytelling, especially amongst our Millennial consumers."

The NITR stand at TFWA Cannes is located in Beach Village 1, Beach 07.

## Godiva bids Buchanan farewell and announces pivotal appointments in TR team

As reported earlier, Diane Buchanan, who until September 1 led the Americas team as Regional Head Global Travel Retail Americas & Caribbean for Godiva, has retired from the company after a long and distinguished career and her position will not be replaced.

Following her appointment in 2005, Buchanan recruited and trained a dedicated travel retail team and worked steadily with them towards establishing Godiva as the premium luxury confectionery brand in Americas travel retail.

Among her many achievements were strong relationships with US-based partners; the optimization of the supply chain for the Americas; the organization of personalized space in major airports across the region, including JFK, Los Angeles, Miami, Dallas and Toronto; the co-ordination of numerous high profile activations; the opening of the first two Godiva boutiques in the region with DFS in Guam and Hawaii; the integration in 2017 of Hudson News with Godiva GTR Americas.

The Godiva 'Team Americas' was awarded the Lady Godiva Team 'Our Way Award' in 2012 for continued growth of the GTR Americas business and the team has continued to perform under Buchanan's leadership ever since.

Matthew Hodges commented: "Diane has been the lynchpin of the Godiva Travel Retail unit in the Americas for 13 years and under her leadership the market has seen steady growth. We thank her for her years of dedicated service to the brand and wish her well in her retirement."

Godiva has made some additional personnel moves. **Anne-Sophie Goujet** has been appointed Trade Marketing Manager EMEA reporting to Lynsey Eades, Global Travel Retail Director Europe. Goujet will be based in Brussels

**Mariel Broughton** has joined the Americas Travel Retail Team based in Fort Lauderdale, Florida, in the role of Senior Area Manager for North America with responsibility for Airport, Border, Inflight



Diane Buchanan, left and Team Americas (Thom Blincoe, Lymarie Prudencio and former team member Paola Mazza) at ASUTIL event in 2016.

and Cruise Line accounts in the region. Broughton has an extensive background in the travel retail industry having worked previously for Duty Free Shoppers (DFS) and most recently Duty Free Americas.

**Lymarie Prudencio**, who was previously the principal contact for these markets, takes on responsibility for Global Account Management and the continued development of the Latin America market, as well as overseeing the partner-

ship with Dufry in North and South America.

Both Prudencio and Broughton report to Matthew Hodges, General Manager, who comments:

"I am pleased to welcome Anne-Sophie and Mariel to our dynamic team. We have ambitious plans to develop not only our global chocolate confectionery business but also our new café concept for which we see a great future in airports, cruise ships and other travel hubs."

### Savora group to distribute Tofka in the Americas

Florida based distributor Savora Group has signed a deal with UK wines and spirits specialist World of Patria to sell and market their Tofka liqueur brand throughout North America, the Caribbean and South America.

Savora president Carmen Ortega told *TMI*, "We are very excited with this new distribution deal as it builds on the success we have had this year with the product in duty free stores in the southern part of Latin America. We now plan to slowly roll the brand out in several targeted domestic markets and we are already talking to a few duty free operators to list the brand in time for the Southern hemisphere high season."

Ortega adds, "Even though the economic situation in part of the region hasn't been great we have seen strong sales in the first half of the year. The brand is proving to be really popular with Brazilian and Argentine travelers and we are confident that we will be able to build on our early success."

"The versatility of the brand is proving to be a great selling point. We have been trying a number of different marketing programs in the London Supply flagship store in Puerto Iguazu and we have been really pleased with the way sales have gone so far this year."

World of Patria Managing Director Rob Nichols adds: "This new agreement with Savora Group is a great move to increase our sales coverage in a region where we have been less successful than in other areas. Tofka is a drink experience in its own right and we have seen solid sales this year in places as far apart as Australia and Argentina. Tofka tastes great and looks great and drinks consumers throughout the world just love the packaging."



JG

### Rodrigo Manceñido returns to DF

After two years heading up Mendel Wines, one of Argentina's leading boutique wineries, Rodrigo Manceñido is returning to the travel retail business as Managing Director of Smart Alliance, the global airport advertising platform. Manceñido will head up the newly created division of sister company LatCom, that will provide innovative out of home and mobile advertising alternatives and services to duty free suppliers looking to increase their presence in the Americas.

Manceñido told *TMI*, "It's great to come back into the duty free business and be working again with old friends. Our company is aiming to talk to all suppliers who are looking to communicate to travelers at airports throughout the region and we have some great ideas that I hope to sure with all interested parties. My first formal week in my new post will be during the Cannes week and I hope to see many of my old friends in the south of France."

Manceñido held several senior posts in InterBaires (Dufry) and the fragrance division of LVMH based in Miami and Buenos Aires

For Cannes meetings he can be contacted at: +54 911 6751 6563 / [rmancenido@smartalliance.com](mailto:rmancenido@smartalliance.com)

JG