

## Big changes ahead for ASUTIL and IAADFS events as groups announce collaboration

The South American Duty Free Association, ASUTIL, and the International Association of Airport and Duty Free Stores (IAADFS) today announced a new collaborative partnership for their annual events.

The two associations will fully integrate their events in March 2018, when they will introduce a Summit of the Americas. The new event "will offer a revitalized business, educational and networking event for all attendees," say the organizations in the official announcement.

For this year, the ASUTIL and IAADFS will work on finalizing the elements and changes for the new event beginning in 2018.

"We have all reflected on the shifting industry environment and recognize the need to make efficiencies for doing business in the Americas," stated Gustavo Fagundes, ASUTIL President and COO of Dufry Brasil and Bolivia. "From our viewpoints, there is an opportunity to achieve a more valuable and cost-effective annual event for both suppliers and buyers on the exhibition side, and strengthen our educational offerings by combining our activities."

"Everyone recognizes that collaboration allows us to better adapt to changes within the industry," added Erasmo Orillac, IAADFS Chairman of the Board and CEO of Motta Internacional, SA. "In addition to the benefits that will be seen for our trade-show, we want to bring together and enhance the educational conference aspects of what we each do. From the top of Canada to the tip of South America, the Americas offer a powerful growth opportunity for the duty free and travel retail industry. We want to help maximize that future for everyone."

*TMI* spoke earlier today with IAADFS President Michael Payne and ASUTIL Secretary General Jose Luis Donagaray, who shared further details of the collaboration.

The first effect of the new "convergence" between the two organizations will be a joint educational session at this year's Orlando Duty Free show, which will take place on Tuesday morning, says Payne.

"Then we will work together through 2017 to bring more ASUTIL participation and engagement into the show," he added.

The 'Summit of the Americas' will launch in 2018. It will take place in March in Orlando, since the IAADFS will still have space there.

Payne says that future venues for the event are part of the current discussions. He expects to have further details about the 2018 event by the time this year's show takes place in March.

"We think that 'Summit of the Americas' is a more fitting title as we consolidate some activities with the other trade organizations. We are still speaking with Canada's Frontier Duty Free Association to see what their participation will be, and with ASUTIL, it will no longer be predominantly a trade show. ASUTIL has always been more of a conference driven event."

"So we will merge these two concepts to create a one-stop event. Suppliers have been expressing concerns about having to go to three different events and the buyers like the idea as well. We know what we want to do, but are discussing the best ways to do it."

Donagaray was able to discuss some specifics of the new collaboration.

"The idea is to have a great

event that combines the best elements of the IAADFS and ASUTIL. Along with a trade show we will have networking time, as we have in ASUTIL, and educational sessions with really good speakers two mornings. We are developing a survey to determine what our people need. We already did some small surveys with some major suppliers and operators to get their feedback.

"This is a good opportunity to give more value and the goal is to have all of the buyers in the continent attend."

"One idea under consideration is to offer small suppliers a special networking session one morning, where they will have the chance to meet with operators the way we do at ASUTIL. With one event, people will have to travel less, spend less money, and have more opportunities to network and connect. Today it is very difficult for operators to take their buyers to Canada, to the IAADFS, to ASUTIL, between the time involved and the costs to travel in Latin America. We are hoping that by consolidating all of this into one event, it will be much more valuable to those who attend and successful all around. Michael and I have already had meetings and will have more through the year."

Both organizations acknowledge that it was time to make a change in their main events to accommodate the changing business environment.

Payne concludes: "We have to change the way the show looks and feels. We have been talking about this for some while now, but now we really have to do it. We anticipate that if this plan develops as we envision, some companies that have not participated in a while may return in another setting."

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### PEOPLE JEREMY TAN

It is with deep regret that the **Maui Jim** team announces the passing of Jeremy Tan on Dec. 16, after an 18 month battle with cancer.

Jeremy joined Maui Jim in April 2013 as Travel Retail Sales Manager for Asia Pacific and became a popular face with Maui Jim customers across Asia, Australia and New Zealand.

Prior to joining the Hawaiian sunglasses brand, he spent five years managing the Asia Pacific travel retail and domestic sales of **Paton's Macadamia** Ltd.

**Giles Marks**, Travel Retail Director, commented: "Jeremy embraced the Maui Jim culture immediately and quickly became a highly valued member of our global travel retail team. His hard work and dedication to his job and our customers throughout the Asia Pacific region were exemplary. We will miss his professionalism, his thoughtful nature and his warm smile. Our thoughts are with his partner Paul and his family at this very sad time."

Although he lived in Melbourne over the past 15 years, Jeremy never lost sight of his strong Singaporean roots.

He will be greatly missed by his partner, Paul Curran, his fellow travel retail colleagues, family, friends and clients around the world. *TMI* adds our deep condolences to Jeremy's friends and family.



Jeremy Tan with Maui Jim colleagues Silvana Garcia (left) and Sonja Truchon-Bartes in Cannes in 2015.



Contact Bob Syner, for Caribbean/C & S. America/  
DF Americas export markets [info@specialtybrands.net](mailto:info@specialtybrands.net)

## US\$10 billion upgrade unveiled for New York JFK

New York Governor Andrew Cuomo has announced a \$10 billion plan to significantly upgrade and improve New York City's JF Kennedy International airport.

Addressing the Association for a Better New York last Wednesday, Gov. Cuomo presented a vision plan to transform JFK International Airport into an airport "equipped to meet the demands of the 21<sup>st</sup> century." Based on the recommendations of the Governor's Airport Advisory Panel, the vision plan lays out a comprehensive, airport-wide framework to create a unified, world-class airport.

In order to accommodate the dramatic expected growth at the airport in the coming decades and keep New York's economy moving forward, the vision calls for transforming JFK into a unified, interconnected, world-class airport; improve road access to the airport and expanding rail mass transit to meet projected passenger growth.

Cuomo says New York's JFK lags behind many overseas airports and the project will transform JFK into a world-class hub with improved access.

"JFK is currently ranked 59th among the world's top 100 airports, and falls far short of today's global standards. Without a well-conceived master plan addressing the comprehensive measures outlined by the Panel, New York will fall even further behind global competitors," said Cuomo.

Some of the key elements of the plan include interconnected terminals by expanding newer terminals and redeveloping/-relocating older terminals, redesigning the on-airport roadways to evolve into a "ring road" configuration, and ensuring world-class amenities – including fine dining, duty free shopping, best-in-class retail, and conference and meeting room facilities – a process that Cuomo says began last month with the groundbreaking of the new TWA Flight Center Hotel.

The AirTrain rail service will also be expanded and a facial recognition system has been recommended to enhance security and ease passenger flow within terminals.

JFK Airport served a record 60 million passengers in 2016 and welcomes more



focus on improving passenger experience and optimizing land and air-space use, while expanding economic opportunities for the Borough of Queens and the region.... [and] by joining with the surrounding communities to create opportunities for economic development, while preserving local recreation and wildlife."

The Governor says that the State will be leveraging private investment to fund the project, and expects up to \$7 billion to come from private funding. Another \$2 billion will come from the state Department of Transportation for road improvements.

New York State is currently in the midst of redeveloping New York City's LaGuardia Airport, for which two-thirds of the over \$8 billion being used to construct new facilities is being paid for by the private sector.

international passengers to the United States than any other airport in the country.

The number of passengers at JFK is expected to reach 75 million by 2030 and 100 million passengers by 2050. The current JFK will reach capacity by the mid-2020s. For each million passengers that JFK fails to accommodate, the region loses approximately \$140 million in wages, \$400 million in sales, and 2,500 jobs, said the Governor's statement.

An excerpt from the full report on the JFK recommendations, says, in part: "Given that the piece-meal, ad-hoc, and inconsistent project-by-project development of the past can no longer continue, the Panel recommends a number of both incremental and transformative improvements to the airport in the short, medium and long-term. The Panel's recommendations for JFK



## TFWA to launch new digital exhibition in Cannes 2017

TFWA has announced that it is launching a new dedicated exhibition space for creative digital solutions and services at the TFWA World Exhibition & Conference in Cannes in 2017. Called TFWA Digital Village, the exhibition will occupy a space of 840 sqm within the Gare Maritime, offering the capacity to host approximately 30 exhibitors.

The Digital Village space will be open for three days, beginning on Wednesday, Oct. 4 and running to Friday Oct. 6. The new concept will kick off with its own opening cocktail at Cannes' Majestic Hotel on Tuesday, Oct. 3.

Commenting on the new initiative, TFWA president Erik Juul-Mortensen, said: "We have seen considerable change in both retail and travel in recent years. New technology has revolutionized the way consumer's shop, while more people are traveling, booking their travel online and then looking to stay connected during their trip.

"TFWA Digital Village will offer the sector the opportunity to see the latest technologies and to learn more about the

differences they can make to the customer experience. It will help signpost how to take advantage of evolutions in travel retail with a view to driving growth."

The digital exhibition will offer a fresh look at the business to airports, retailers, brands and other stakeholders, and aims to attract new types of delegates such as IT, marketing, digital and operations managers.

The exhibition is expected to appeal to a number of players, from start-ups with new, disruptive business models to leading established service providers and agencies. Functions covered will include loyalty and customer relationship management (CRM) as well as innovative software and state of the art hardware.

"At a time of considerable and rapid change, we believe that one of our roles at TFWA is to promote best practice in the digital arena, identify new potential entrants, and inspire new business models and possible evolutions," says Juul-Mortensen. "We believe this event will help to reinvent the industry and ensure that we are in a strong position to face the challenges of this decade and beyond."

## Peace Arch Duty Free reports double digit sales growth for 2016

Peace Arch Duty Free Shop in British Columbia, Canada, reports "exceptional sales growth" for 2016, up by 20.42% for the year.

The company recorded substantial increases in all categories and says that it expects to increase its revenue in 2017 by an additional 7-10%. The company credits the substantial growth in customer traffic at the Peace Arch Border Crossing to the low Canadian dollar and greater numbers of U.S. visitors. Asian traffic numbers have been stable, but the company expects a decline due to stricter regulations in China. The company also says that the "Donald Trump factor" is of concern in the event there are stricter regulations at the border.

Peace Arch notes that it is committed to a complete renovation of the entire store to reflect the changing shopping environment. In this regard, the company has budgeted approximately \$3.5 million, including supplier participation, for renovations.

"Initial changes are being implemented and we expect the entire store renovations to be completed by mid-2018," says Peace Arch Duty Free President Peter Raju.

"Changes to the company's corporate structure, including employee discipline, attitude, and commitment, will be the cornerstone leading to improved customer service and shopping experience," he adds.

## Atlanta City Council confirms Roosevelt Council, Jr. as GM of ATL

Roosevelt Council, Jr has been confirmed as the new general manager of Hartsfield-Jackson Atlanta International Airport. He was confirmed by a unanimous 14-0 vote of the Atlanta City Council on Jan. 3, 2017. The confirmation comes less than a month after Atlanta Mayor Kasim Reed nominated Council to the position.

Council was named interim Airport general manager in May 2016. Previous to this post, Council was the Airport deputy general manager and chief financial officer.

Mr. Council has more than 25 years of experience as a financial professional in public accounting, communications, transportation logistics and the public sector. He joined the City of Atlanta in 2009 as budget and fiscal policy chief and later served as deputy chief financial officer under former Mayor Shirley Franklin. Prior to joining the Airport, he served as interim CFO for the City of Atlanta under the leadership of Mayor Kasim Reed.

ATL is the busiest airport in the world, handling more than 100 million passengers annually for the past two years. Since last May, ATL has hosted tens of millions of passengers in a safe, efficient manner, secured credit rating upgrades and expanded work on ATL Next, a \$6 billion capital improvement program that will pave the way for growth over the next 20 years, says the official announcement.

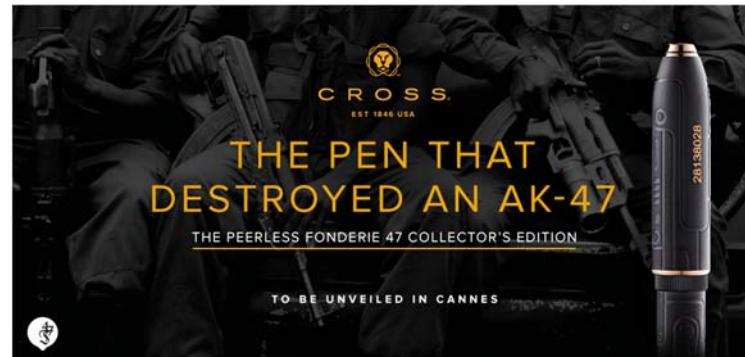
## ASUTIL & IAADFS announce collaboration on future events

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Meanwhile, visitors to the 2017 Duty Free Show of the Americas will see one major change on the Trade Market floor this coming March, with all the exhibitors once again consolidated into one exhibition space.

"We are closing the Palms Ballroom space," confirmed Payne. "I don't think the exhibitors in that space had as much traffic as they should have last year. With all the exhibitors in one area there will be better foot traffic and excitement. We have obviously reduced the space, since clearly the trade market wasn't as active and busy as it had been in the past. We will probably have fewer exhibitors this year, as the industry is still feeling the slowdown in business."

Payne says that the Association will find another use for the Palms area, and that he expects the collaboration between the Americas' associations to help ameliorate the down trend seen last year.



David Ferreira dferreira@cross.com

**COTY**  
BEAUTY, LIBERATED



has an opening for a Travel Retail Business Analyst position based in Miami:

**Mission**

This position will provide analytical support to the TR Americas region. Key responsibilities will be to support the sales team in terms negotiations and provide business insight driven by detailed sales, financial and market analysis.

The ideal candidate will be a self-starter with a detail oriented approach, an astute commercial sense and great interpersonal skills.

**Requirements**

University Commercial/Finance degree

Fluent English (Spanish & French a plus)

At least 3 years of relevant work experience in an international environment

Industry knowledge a plus

Excellent knowledge of Excel

Please send resumes to  
[Andres\\_Romero@cotyinc.com](mailto:Andres_Romero@cotyinc.com)

**HEINEMANN AMERICAS INC**

Has an position available for a Supply Chain Manager/ Demand Planner

- o Reach purchasing targets, Supply Chain KPIs
- o Optimization of the Supply Chain to increase efficiency
- o Optimize stock level/prevent out of stock
- o Review, manage, identify seasonal trends.
- o Forecasting future demand

**Requirements:**

Minimum 3 years of experience Bachelor's degree in Business Administration or comparable level of education

Experience in the field of international luxury good/ and or consumer goods

Advanced Microsoft programs Excel, Word, Power Point Advanced experience with SAP R/3 ERP

Excellent data evaluation and analytical skills

Pls send resume to  
[info@heinemann-americas.com](mailto:info@heinemann-americas.com)

**\*NEW\*  
HERMES PARFUMS**  
has an opening for an Account Executive, Fragrance based out of Los Angeles Hermès office.

**General role / activities:**  
The West Coast Fragrance Account Executive will be in charge of developing the fragrance business through trainings, stock management, in-store activation and merchandising for the US West Coast Hermès boutiques as well as the Travel Retail stores. This position will also be responsible for collaborating on forecasting stock needs for sales/stock reporting.

Key Travel Retail Clients are: DFS: LAX, SFO / DFASS: Dallas / Dufry: Seattle, Houston, Las Vegas / Heinemann Houston / DFA San Diego.

**Profile:**  
At least 3-year experience in luxury goods or fragrance industry.  
Bachelor's Degree  
Able to collaborate well with others and work in a team environment.  
Self-motivated.  
Excellent organization skills.  
Analytical and personable.  
Strong interest in Fragrance and Hermès core values.  
Knowledge of Spanish and/or French is a plus.  
Proficient in Microsoft Office, particularly Excel and Word.  
Able to travel extensively and work autonomously.

Please send resume to  
[emmanuelle.refalo-lopez@hermes.com](mailto:emmanuelle.refalo-lopez@hermes.com)

**THE SHISEIDO GROUP**  
has several positions available immediately:

**AREA SALES MANAGER  
SOUTH AMERICA TR /  
SKINCARE & COSMETICS**

**Responsible** for the development of the Group's skincare & cosmetics brands and achievement of sales; implementation of global strategies and marketing plan; management of P&L; negotiation of spaces with major retailers; supervision of field retail managers. Reports to Regional TR Sales Director.

**Qualifications:** Bachelor degree or above in Business Administration; minimum 3 years' experience in sales in the luxury industry; excellent communication skills (English/Spanish); strong management and analytical skills; 50% travel.

**MARKETING MANAGER TR & LAT. AM. LOCAL MARKETS / SKINCARE & COSMETICS**

**Responsible** for development and implementation of Marketing plans and communication of brand objectives and strategies for all skincare and cosmetics brands; management of portfolio category and building brand equity and gaining of market share by leveraging innovation and creativity. Must have 5 years in the industry. Position reports to Marketing Director for the Americas. 30% travel.

Degree in Marketing with 5 years' experience in the industry preferred

**BRAND MANAGER TR & LAT. AM. LOCAL MARKETS  
DOLCE & GABBANA  
(Fragrance)**

**Responsible** for implementation of trade marketing strategy, development of media plans, forecasting, and advertising. Will work closely with brand holder to assure brand image across region. Travel Retail and Local

Market experience is ideal. Reports to Marketing Director for the Americas.

20% travel.

Marketing or Business degree required with strong analytical skills and excellent oral and written communication skills in English and Spanish. 3-5 years marketing experience is a must

**OTIS McALLISTER, INC**  
has an opening for an Assistant Trade Marketing Manager

The full-time position is based in Fort Lauderdale, FL 33312

The position will be responsible for managing and executing the marketing plan for Otis McAllister's Travel Retail division, implementing brand activities specific to the customers, retailers and suppliers, while ensuring execution of trade marketing strategies to successfully position the following brands.

**Confectionery Companies:**  
Ferrero Travel Market, Ghirardelli Chocolate Company, Haribo, Lindt Duty Free, Mars ITR, Mondelez International, Perfetti van Melle, Turin

**Tobacco Companies:** General Cigar Company, Toscano Cigars, Scandinavian Tobacco Group, Swedish Match

**Responsibilities will include; but not limited to:**

Supports the sales and marketing team.  
Promotional Execution  
Collaborate with retailer, supplier, and printer for retail artwork  
Prepare customer and vendor meeting presentations  
Minimal travel to attend trade shows is required.  
Complete call reports

**Skills and Experience:**

Proficient in Microsoft Office (specifically Power Point) and Adobe Creative Suite (Photoshop and In-Design).

Strong project management skills. Strong communication skills, both written and verbal.

Excellent interpersonal/ communication skills.  
Able to work well with a wide range of people.  
Bachelor's Degree in marketing or comparable discipline.  
Bi-lingual in English & Spanish preferred but not required.

**Required experience:**  
Marketing: 2 years

Please send resume to:  
[Rmerisier@otismcallister.com](mailto:Rmerisier@otismcallister.com)