



Michael Payne: Changes ahead for IAADFS as Association adapts to evolving industry

The IAADFS has been focusing its efforts on a variety of items this year but two major issues are at the forefront currently: the new U.S. Customs automated reporting system and strengthening its flagship Duty Free Show of the Americas.

On the regulatory front, IAADFS has been heavily involved in the implementation of the new automated system to facilitate processing paperwork for the electronic importing and exporting of goods. Called the Automated Commercial Environment (ACE), it is a U.S. Customs and Border Protection (CBP) system designed to facilitate trade while enhancing border security. Once completed, it should improve collection, sharing, and processing of information but it got off to a very rough start when it was implemented in July.

"The ACE was supposed to make it easier to report data. It is basically a transition from a paper system to a pure electronic system. We have been working on this with CBP for a long time and it is supposed to simplify all the paper work, both for concessionaires and suppliers," explained IAADFS President & CEO Michael Payne.

"The IAADFS even conducted a Webinar with representatives from Customs explaining ACE to our members - we had 40-50 people call in. But when it kicked off there were technical glitches, and training issues in certain ports, and a lack of clear communication in other places. This resulted

in delays in clearing goods, particularly in Class 9 bonded warehouses, which is what we are. It has been a complicated implementation period."

IAADFS continues to work with Custom's officials and keeps members apprised of what is happening during the transition, sending out information to assist companies facing problems.

"The snags were felt across the board by all industries that rely on imports. I think that the new software wasn't quite ready. And our people felt the impact. I have no explicit data but we know some deliveries were delayed and goods didn't get to the stores on time. Delayed shipments incur extra costs for the shipper and the transporter. So there were challenges. But CBP is working to complete ACE by this December, so I think we are coming out of this."

Duty Free Show of the Americas

Payne says that the Duty Free Show of the Americas is clearly another focus, especially in light of the continuing economic struggle in parts of the Americas.

"There has been a big push to work together with some sister organizations to coordinate more of our efforts and events and examine what synergies exist among us. Discussions are underway about holding some joint sessions with ASUTIL and Frontier at the show in March.

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Abdul Waked sues the U.S. to show charges against him

Panamanian newspaper *La Prensa* last week reported that Grupo Wisa duty free operator Abdul Waked, who was accused of activities related to money laundering and drug trafficking by the United States in May, has filed a lawsuit against the Office of Foreign Asset Control (OFAC) of the U.S. Department of the Treasury.

La Prensa said that the suit was confirmed Sept. 12 by U.S. Ambassador to Panama John Feeley, who said that the suit was presented by Waked's lawyers in Washington.

The OFAC charges against Abdul Waked, his son Hamudi and his nephew Nidal Waked, allege that Waked and 68 of his related companies use trade-based money laundering schemes, such as false commercial invoicing; bulk cash smuggling; and other money laundering methods, to launder drug proceeds on behalf of multiple international drug traffickers and their organizations.

Abdul Waked has repeatedly claimed that the U.S. government has not shown any evidence against him as he emphatically denies the allegations.

An article that ran on Aug. 31 in Panama's *La Estrella* newspaper reported that Mr. Waked's attorney, David Aufhauser, had filed a civil action before the Federal Court of the District of Columbia to petition OFAC to disclose the evidence against his client. The 11-page petition reportedly argues that failure to disclose the evidence violates the rights of the plaintiffs, due process, and his opportunity to challenge, among other arguments.

La Estrella said that an earlier appeal filed by Aufhauser to the Treasury Department was rejected. Since the OFAC accusations in May Waked's businesses have ground to a halt. U.S. companies cannot have any relationship with people or companies on this list.

L'Oréal Travel Retail makes key appointments in Americas & Asia



Yannick Raynaud



Emmanuel Goulin

Yannick Raynaud has been appointed L'Oréal Travel Retail Americas Managing Director succeeding Javier Labarta. Raynaud has wide experience in the Americas market, having started her career with L'Oréal Paris and Maybelline in Latin America in 1998, first in Venezuela then in Brazil.

In 2006, she moved as Managing Director for La Roche Posay to the USA. Since November 2012, Yannick Raynaud was Managing Director of the Active Cosmetics Division in the United Kingdom & Ireland. L'Oréal says that she is highly respected for her leadership and her passion for people coupled with innovative ways to drive growth in transforming and adapting organizations and skills to a world undergoing constant change.

In another key personnel change, Emmanuel Goulin has been appointed L'Oréal Travel Retail Asia Pacific Managing Director succeeding Eva Yu. Goulin started his career in 2000 with Lancôme in the United Kingdom before joining the marketing team of Biotherm International. In 2005, he joined Travel Retail Europe and became Division Manager for Travel Retail Asia Pacific from 2008 to 2010.

A "dynamic leader," Goulin spent 2 years in Japan as Deputy General Manager of Shu Uemura and has been General Manager, Fragrance Division, France since 2012.

Both appointments became effective on Sept. 1, 2016.

Vincent Boinay, L'Oréal Travel Retail Managing Director, comments: "Emmanuel Goulin and Yannick Raynaud will be responsible for the development of L'Oréal Brands - from Luxury to Mass Market and from DermoCosmetics to Haircare - in their travel retail zone. Both will continue to reinforce the L'Oréal expertise in this channel and will contribute to L'Oréal Travel Retail expansion in close partnership with all our business partners."



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Port of Seattle to double dining and retail space with Sea-Tac's NorthSTAR modernization project

The Port of Seattle has unveiled plans to more than double the space devoted to dining and retail of its North Satellite at Seattle-Tacoma International Airport.

Dubbed NorthSTAR (North Sea-Tac Airport Renovation), the 40-year-old facility is being modernized to better serve passengers and respond to the continuing growth at Sea-Tac. Groundbreaking of the project is scheduled for the first quarter of 2017 with phase one to be complete in 2019. The full facility upgrade will open in 2021.

The \$636 million project will include adding eight new gates with a 240-foot extension of the building to the west, add an upper level mezzanine, and introduce a rooftop Alaska Airlines lounge with views of the Olympic Mountains.

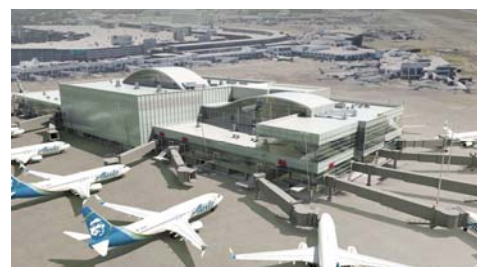
"This project - which will include new

gates, increased dining and retail options, and more robust Wi-Fi and connectivity - is critical for meeting the region's needs at Sea-Tac Airport for the next 25 years," said Port of Seattle Commission President John Creighton.

Operations at the North Satellite will continue throughout the construction process. The first phase will build out the extension to the west of the current building. Once that is complete in 2019, the second phase will renovate and upgrade the eastern portion of the building.

Sea-Tac Passenger Growth

For the past two years, Sea-Tac is the fastest growing large hub airport in the U.S. and is the 13th largest domestic airport based on total passengers. Through July of 2016, traffic is up nearly 10%, after increases of nearly 13% in 2015 and 7.7% in 2014.



More than 230 cruise ships to transit Panama Canal in 2016-17 season



More than 230 cruise ships will transit the Panama Canal during the 2016-2017 cruise season, which begins on October 4, 2016 and runs through April 2017. The new season begins with the transit of the *Coral Princess*, on a voyage from Los Angeles, California, to the U.S. East Coast, according to international trade specialist Albano Aguilar of the Vice Presidency for Planning and Business Development.

The main cruise lines, including Holland America Line, Princess Cruises, Celebrity Cruise Line and Norwegian Cruise Line, will offer itineraries with full or partial transits through the Panama Canal.

Smaller cruise ships will also transit through the waterway, including the *Voyager Safari* and National Geographic *Sea Lion*, with shorter seven- and eight-day itineraries, respectively, along the west coast of Central America.

During this season, Regent Seven Seas, Holland America Line and Noble Calidonia will have ships transiting with new itineraries through the Canal.

After completing more than 160 successful transits through the new locks, the Panama Canal is now accepting booking requests for Neopanamax passenger vessels for transit dates beginning April 1, 2017. To date, 11 reservations have been made for passenger vessels to transit the Expanded Canal starting October 2017, for the 2017-2018 season.

About the Panama Canal Expansion

The Panama Canal Expansion is the largest enhancement project since the Canal's opening in 1914.

After being considered and analyzed for a decade with more than 100 studies, the Expansion included the construction of a new set of locks on the Atlantic and Pacific sides of the waterway, creating a third lane of traffic and doubling the cargo capacity of the waterway.

While the Expanded locks are 70 feet wider and 18 feet deeper than those in the original Canal, they use less water due to water-savings basins that recycle 60 percent of the water used per transit.

July 2016 was Sea-Tac's busiest July ever - almost 4.7 million passengers - nearly 300,000 more than 2015 (6.5% increase) July domestic passenger traffic was up 6% vs. 2015 and international traffic was up 12%.



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Waldemar Behn to launch DANZKA THE SPIRIT

DANZKA Vodka is launching a brand new super premium vodka – DANZKA THE SPIRIT – at the TFWA World Exhibition during a traditional Danish “Frokost” on Monday, October 3, between 3 to 5 pm at the Waldemar Behn booth, H52 – Green village.

Fourth generation distiller and Waldemar Behn Managing Director Rüdiger Behn together with Timothy Jacob Jensen, Chief designer of Jacob Jensen Design, developed the new “totally pure Vodka created on the original traditions of vodka distilling” combining the “highest distilling arts with Scandinavian design traditions.” Both Behn and Jensen will be at the “Frokost” to meet with customers.

“DANZKA THE SPIRIT began as an idea between friends by the beautiful Limfjord in Denmark,” explains Rüdiger Behn, Managing Director, Waldemar Behn, GmbH. “It will be our pleasure to introduce you to DANZKA THE SPIRIT in Cannes, where we can explain the full story behind this remarkable new spirit.”

DANZKA has had one of its best years in the core travel retail business with Duty Free shops in airports in 2016, experiencing expanded volume, distribution and facings/listings worldwide.

“Europe has shown very nice development. Russia and Eastern Europe are quite stable. The Middle East and Asia including



Australia have started to show very good potential,” says Philippe Biais, Waldemar Behn Export Director.

DANZKA also introduced a new communication created by Jacob Jensen Design in Denmark, with the message that DANZKA is the Design vodka. The “Design Experience” theme communicates on two levels – DANZKA’s iconic bottle is destined to set you apart from the crowd, but DANZKA’s aluminum bottle chills faster.

“The promotion focuses on the theme that DANZKA projects the Nordic way of life. The idea is to relax and enjoy the high quality, raw, natural spirit that is DANZKA -- it is authentic, pure and aesthetic,” says Behn.

In a major development for the company, as reported earlier in *TMI*, DANZKA has entered the U.S. market with CIL US Wines & Spirits as importer and supplier. DANZKA was launched on the East Coast of the US this year, and the company has planned an ambitious rollout for DANZKA continuing into 2017.

DANZKA has enjoyed particular success with its multi-packs, which are bestsellers in travel retail all over the world, says Biais.

“The airport shops love DANZKA twin pack, which is a valuable gift with an attractive price point. This twin pack combines DANZKA’s distinguished style and aesthetic in an easy-to-carry set that is safe for traveling,” he says.

“The 4 x 1 Ltr. pack briefcase style is ideal for border shop business, easy to carry, light and unbreakable. Only weighing 4,5kg. In Cannes we will finalize the multipack range with a 4 x 0.05 liter gift-pack of DANZKA miniatures (The Original, Apple, Citrus, CranRaz). The gift-pack is based on the twin pack presentation with its pure and aesthetic aluminum feeling.”

Dooley’s Cream Liqueur is introducing a new flavor – Dooley’s liquorice, a subtle blend of premium vodka, Dutch cream and Belgian Toffee with a hint of liquorice.

Michael Payne: Changes ahead for IAADFS

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“These joint efforts can begin to some extent in 2017 but I see more happening in 2018. We have nothing official at this time, but these are under discussion.

“We are definitely going to change the format of the show, upgrading the educational sessions and rescheduling them so more people can attend. We are also contacting companies that have not attended the exhibition for a while and have expressed interest but aren’t sure; or are questioning the value of the event. The Board members totally understand that this is an issue, and are being very engaged and pro-active, talking to companies to see how we can meet their needs.”

Payne says that IAADFS may modify its eligibility policies to allow more travel retail companies to attend, rather than restricting entry to “pure airport duty free”. The Association is also changing some of its by-laws on governance.

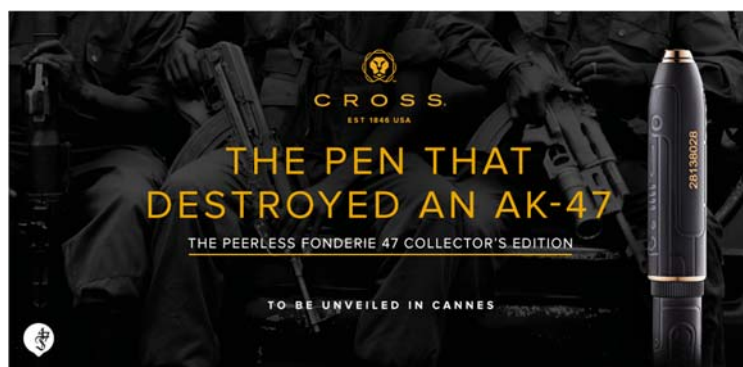
“A decrease in buyers due to consolidation is another real issue we are trying to address. If you don’t have the right suppliers, you are not going to get the buyers, and if you don’t have the buyers, the suppliers aren’t going to come.

You can debate it either way.

“We are trying to refocus the business for the Americas. It’s a process and is going to take time but there is definitely interest in doing it. But we recognize that the show needs to change to reflect industry changes. We recognize that it may be time to look at other locations and we recognize that we need to be responsive to how the industry is changing, and still keep the high quality we are known for.”

In conclusion, Payne reminds us that the Association is much more than a trade show.

“IAADFS is involved in a lot of activities that are not as visible as the show, but have literally saved companies hundreds of millions of dollars. Our work deals with the industry’s ability to sell product that they wouldn’t be able to sell otherwise, such as liquids and gels, and increasing basic duty free allowances. We spent easily \$2 million dealing with the proposed ban on the sale of duty free tobacco. And the list goes on. When you add all that together, suppliers have hugely benefited, but they don’t connect that dot often and it is our responsibility to do a better job explaining that connection.”



David Ferreira dferreira@cross.com



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