

TFWA ASIA PACIFIC EXHIBITION & CONFERENCE REVIEW

Despite roaring success of TR in Asia, Maingreud warns channel must work to remain relevant

While Latin America's major economies continue to decline with its duty free stores suffering as a result, the Asia Pacific region's tourism growth rates are lapping the global average, reports the speakers at the 24th TFWA Asia Pacific Exhibition & Conference held in the beginning of May in Singapore.

The Asia event, buoyed by another year of record attendance, was chock full of eye-opening statistics and information that underscore Asia Pacific's dominant role in global travel retail and promises even more growth in the future.

A total of 3,367 delegates attended this year's show in Singapore, up by 5% versus 2018. This figure included representatives from 1,426 companies, 10.5% higher than last year. The number of delegates from duty free and travel retail operators, landlords and agents was 2,567 compared to 2,534 last year.

"Of course it's gratifying to see our numbers up yet again, but it's not just about the quantity of visitors - quality matters too. We certainly had a substantial number of important decision makers in our exhibition halls this week, which is a great reflection of the dynamism of this region," said TFWA President Alain Maingreud.

"Visiting the Asia Pacific region today, with its vibrant economy and thirst for business, is a refresh-

ing reminder for a European like me that there is life beyond Brexit and the equally intractable problems facing some other parts of the world," said Maingreud in his opening remarks of the Conference.

"The *Financial Times* has declared this the dawn of the Asian Century, predicting that by next year, more than half of the world's GDP will be generated here. If we look at the tourism sector, Asia Pacific is attracting visitors at an impressive rate these days."

Maingreud said traveler data from the first of this year's TFWA Monitor studies prepared by ForwardKeys shows that, while international inbound tourism rose by 2.9% worldwide in 2018, the growth in the Asia Pacific region was more than double that at 6%.

"As we learned at the recent TFWA China's Century Conference in Hainan, China continues to drive travel in the region and beyond, but traffic to other parts of Asia, such as Vietnam, Indonesia, the Philippines and South Korea, is also developing fast," he says.

"Looking at this region's expanding share of global inbound tourism, 31% last year and closing rapidly on Europe, the leader with 34%, I'm reminded of the moment in 2012 when industry sales in Asia Pacific overtook Europe's for the first time, making this the world's number one region for duty free and travel retail.



TFWA President Alain Maingreud at his first address at the TFWA Asia Pacific opening Conference in Singapore. Photos by Michael Pasternak.

"Since then, Asia Pacific has pulled further ahead, and passenger forecasts suggest that pattern will continue. More than ever, this is where the trends for our industry are established and where we should look when planning for the future."

Generation Research backs up Asia Pacific's dominance of global travel retail sales, and the fragrance and cosmetics category's integral role in that success. Generation reports that worldwide travel retail sales passed the US \$70 billion barrier for the first time last year to finish at over US \$75 billion.

"That represents growth of 9.3%, roughly the same as in 2017. But with momentum slowing in Europe and the Americas, it was Asia Pacific that propelled the global performance. Duty free and travel retail sales in this region exceeded US \$35 billion last year, up 14.2%. At the current rate of progress, Asia Pacific will account for more than half of the business worldwide within the next two years," says Maingreud.

Fragrance and Cosmetics sales in Asia Pacific were worth more than US \$18 billion in 2018, as the category grew by just under 20% versus the previous 12 months.

"Over 50 cents of every dollar spent on duty free and travel retail in this region goes towards a fragrance and cosmetic purchase. The next largest product category, fashion and accessories, claimed a little over 13 cents by comparison and showed only half the growth of fragrances and cosmetics."

Maingreud said that while the sales figures are positive in the region, the numbers don't tell the whole story.

"We all know that sales are not growing in line with traffic. More passengers don't always mean more sales. Unless we have a better understanding of who is traveling, and what their real needs are, we will never match sales growth to traffic growth."

Continued on next page

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Global TR contact: Zack Boiko, zboiko@Actium.us

TFWA ASIA PACIFIC EXHIBITION & CONFERENCE REVIEW Maingreud calls for industry to remain relevant

Continued from page 1.

Remaining relevant is key to the continued growth of the travel retail sector in the region and throughout the world, says Maingreud, in his first address as President to the TFWA Asia Pacific conference.

“It’s finding the answer to the question: why should a traveler shop in our stores? If the answer is no longer price, then what is it? Is it convenience? Not when our online competitors can deliver to customers’ doors at a cheaper price than we can offer. Is it differentiation? Not when so many shoppers tell us that duty free stores look the same wherever they go. Is it a ‘sense of place’ then? Maybe, but there is scope for us to show far greater creativity and innovation here. It should be about more than just putting a city photo on the product packaging,” says Maingreud.

“As others have noted, the answer lies in the experience we can offer our customers. The best retail experiences come when we find a great product, at a competitive price, presented in a unique, inviting environment, by staff who are sensitive to our needs and who make us feel special. This last point is crucial. In an age of algorithms, chat-bots and artificial intelligence, it’s human beings that still make the difference between a disappointing retail experience and a great one.”

Michael Pasternak

Miami International Airport reveals plans for a \$5 billion expansion

Miami International Airport executives have revealed plans for a \$5 billion Capital Improvement Project.

Miami International Airport Director Lester Sola recently briefed the Miami-Dade Board of County Commissioners Transportation and Finance Committee on a 15-year construction plan that could cost as much as \$5 billion. The plan covers construction from next year through 2035.

The new plan, which was detailed on a blog by Miami lobbyist Luis Gazitua, replaces a 2016 Terminal Optimization Program and will accommodate 70 to 80 million passengers. The airport expects passenger traffic to grow from 45 million to 77 million by 2040. The current terminal capacity is estimated to be around 60 million, but part of the space isn’t efficient, said Gazitua.

The project calls for eliminating old concourse G, but adding capacity to all three terminals. The plan would update the South Terminal

with three new gates that will be able to accommodate wider-body aircraft. More retail space will be added here as well.

In the Central Terminal, a new centralized check-in hall and security checkpoint will be built, as well as a new shopping and restaurant area. Concourse F will be modernized and rebuilt, and connected behind security to Concourse E and the North Terminal.

The American Airlines-dominated North Terminal will also be getting more gates, replacing the D60 regional jet facility.

The plan also includes expanded cargo operations, roadway additions and a new parking garage and other facility updates, as well as two new hotels (to be developed by private developers).

Gazitua wrote that \$1.5 billion is already available in the next five years to build, and that the project is designed to be phased in based on need.



TFW Managing Director John Rimmer in a Q & A session with Andrew Ford, outgoing president of the Asia Pacific Travel Retail Association (APTRA), who updated delegates on how APTRA is helping the region build on its leadership status.

Grant Fleming, Head of Strategic Development, ASIA, Lagardère Travel Retail, was elected President of APTRA, succeeding Andrew Ford, on May 15. Fleming has served on the Board since 2017, most recently as APTRA Treasurer. See more TFWA AP photos on page 5.

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Caribbean gets ready for Hurricane season

With the 2019 hurricane season due to begin on June 1, the CTO this week hosted a 'live' web discussion on preparedness. The discussion featured Dr. James Hospedales of the Caribbean Public Health Agency, Frank Comito, CEO of the Caribbean Hotel and Tourism Association, Henry Williams of the telecommunications firm, Digicel and journalist Janet Silvera, and covered a number of issues during the hour-long discussion, with interactive discussion on the CTO Facebook page.

If you missed it, here's a link:

<https://www.facebook.com/CaribbeanTourismOrganization/videos/460928468045372/?t=21>



Fraport upbeat on plans for airports in Brazil and Peru

Airport group Fraport reported positive growth in 2018 with record highs for revenue and consolidated earnings, and the group says that it is well positioned for the future both nationally and internationally. Total group revenue was up by 18.5% to almost €3.5 billion

"...we are laying the foundation for further long-term growth with our extensive investments – particularly in Greece, Brazil and Peru," said Fraport AG's executive board chairman Dr. Stefan Schulte during the company's annual general meeting this week.

In addition to building five new passenger terminals at its airports in Greece, Fraport says that expansion projects at both Fortaleza and Porto Alegre Airports in Brazil are scheduled to be completed by the end of this year. In Peru, construction of the second runway is set to begin during the second half of 2019, with work on the new terminal starting the next year.

LATAM JV with AA and IAG rejected

Chile's Supreme Court has blocked a proposed joint venture between LATAM and its One World partners American Airlines and International Airlines Group (IAG).

Chile's antitrust tribunal had approved the agreement last September, but according to *Business Travel News*, Chilean tourism and consumer rights groups had appealed that decision, citing competition concerns. The Supreme Court decision sided with those making the appeal.

In a statement, LATAM president Ignacio Cueto said that the airline is "surprised" by the ruling, calling it a "setback" for the country.

Prior to the appeal, the joint ventures were cleared by Chile's anti-trust tribunal and had also secured approvals from Brazil, Colombia and Uruguay.

The judgement said, in part, that the proposed joint ventures will result in the airlines acquiring a market position that would be "difficult to challenge" in an industry that already has high barriers to entry, said a commentary in FlightGlobal.

LATAM plans to continue to pursue the deal—which already has approval from regulatory bodies in Brazil, Colombia and Uruguay—outside of Chile, according to Reuters.

18 U.S. airports using 3-D checkpoint tech

The Transportation Security Administration has now installed state-of-the-art computed tomography (CT) scanners at 18 major U.S. airports. The new technology provides improved explosives detection capabilities at the checkpoint, and makes it a little easier for travelers at security.

Passengers traveling through a lane with a CT will be permitted to leave laptops and other electronic devices in their carry-on bags and in the future, the goal is to keep 3-1-1 liquids inside the bag as well.

Like the existing CT technology used for checked baggage, the machines create a clear picture of a bag's contents allowing the automatic detection of bulk and liquid explosives.

The CT checkpoint units were designed with a smaller footprint than those used for checked baggage to account for space constraints and operational needs.

The TSA now has 22 units at 18 airports, including Miami International, Hartsfield-Jackson Atlanta International Airport (ATL), Baltimore-Washington International Airport (BWI), Chicago O'Hare International Airport (ORD), Cincinnati/Northern Kentucky International Airport (CVG), Detroit Metropolitan Wayne County Airport (DTW), Houston Hobby Airport

(HOU), Indianapolis International Airport (IND), John F. Kennedy International Airport (JFK), Las Vegas McCarran International Airport (LAS).

Also Logan International Airport (BOS), Los Angeles International Airport (LAX), Oakland International Airport (OAK), Phoenix Sky Harbor International Airport (PHX), Ronald Reagan Washington National Airport (DCA), San Diego International Airport (SAN), St. Louis Lambert International Airport (STL), Tampa International Airport (TPA), and Washington-Dulles International Airport (IAD).

TSA expects to have more than 145 units installed at airports by the end of fiscal year 2019.



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Latin America's big economies falter: Brazil, Mexico and Argentina all contract in first quarter

The International Monetary Fund cut its outlook for global growth to the lowest rate since the financial crisis in 2009 in its latest outlook issued in April. The world economy will grow 3.3% this year, down from the 3.5% the IMF had forecast for 2019 in January, according to the latest World Economic Outlook.

World trade, which had been growing at about 5%, expanded by 3.8% last year and is forecast to rise 3.4% in 2019.

Latin America is particularly hard hit, as the region's three largest economies are all contracting for the first time in three years.

In a very worrisome analysis, *Bloomberg* says that Latin America "is on the verge of suffering another lost decade."

The in-depth article reports that the region is still struggling to cope with the end of the commodities boom, and has expanded only 0.7% a year on average during the past few years, not enough to keep up with population growth.

Now its biggest economies -- Brazil, Mexico and Argentina -- have contracted simultaneously for

the second time in just over three years, according to the IMF.

Trade tensions -- especially between China and the U.S.—as well as "structural weaknesses" that were not addressed when agricultural, energy and metals prices soared over the past decade are among the reasons *Bloomberg* cited for the weakness. In particular, the analysis cites Mexico's inefficient state-owned oil company and unsustainable social security spending in Brazil.

Bloomberg reports: "Brazil's economy shrank between January and March, a key central bank activity index showed May 15. (NOTE: the country's first quarterly contraction since 2016.) For all of 2019, forecasters see Latin America's largest economy expanding little more than 1%, its third year of such tepid growth. What's more, Brazilians' average income plunged 8% during the last recession and has since stagnated, according to a May 17 report by Affonso Celso Pastore, a former central bank president."

Brazil's shrinking GDP is fueling recession fears. On May 20, another article in *Bloomberg* reported that economists surveyed by the central bank are now saying Brazil's economy will expand 1.24% this year, half of what they expected three months ago. This is the twelfth straight week that they reduced their estimates. Brazil grew 1.1% in both 2017 and 2018.

In Mexico, growth shrank in the first three months of the year as oil output and demand for services dropped and the government contained spending. Bank of America now sees just 1% growth this year.

The U.S.-Mexico-Canada trade deal failing to win approval, erosion of confidence in the government and further declines in crude output are all risks, reports *Bloomberg*.

In Argentina, the economy shrank 6.8% in March, the 11th straight year-on-year monthly decline, in what may prove to be the longest downturn the country has faced yet. President Mauricio

Macri's efforts have so far proven unsuccessful and inflation is running above 50%.

Among the smaller countries in Latin America, Chile's economy is stagnating, and Peru posted its lowest quarter of growth since 2017. Both economies rely heavily on their mining industries, and have been hurt by the U.S.-China trade war.

This does not take into account the complete economic collapse in Venezuela.

The economic downturns in the region are reflected in lower sales in the duty free channel: duty free sales slipped by 20-25% from January-April ASUTIL Secretary General José Luis Donagary told media in a webinar in April. Furthermore, at that time he said that the industry does not expect to see improvements "until October at least."

"It's been a very tough period for the industry in South America. Brazil is not developing as the big growth engine to push the business," he said.

MarketPlace Development 2019 Concessions Leasing Outreach Forum for Reagan National Airport Scheduled for June 4

The Forum will Preview Retailing and Concessions Opportunities for "Project Journey," the Airport's new 14-Gate Concourse

MarketPlace Development, in conjunction with the Metropolitan Washington Airports Authority (MWAA), will host a Concessions Leasing Outreach Forum for local, regional, and national retailers; quick-service food operators; and restaurateurs to get a first look at the upcoming opportunities that will be available for lease at Reagan National Airport's new 14-gate concourse. Other opportunities at Reagan National and Dulles International Airport will also be presented.

Tuesday, June 4, 11:00 am to 1:00 pm
Residence Inn Arlington Capital View Hotel, 2850 South Potomac Avenue, Arlington, Virginia

Registration is required at <http://bit.ly/dcaleasing> by Monday, June 3rd.

Chinese travel to the U.S. falls

Chinese travel to the U.S. fell 5.7% in 2018 to 2.9 million visitors, according to the National Travel and Tourism Office. This is the first time since 2003 that Chinese travel to the U.S. slipped from the prior year.

Although many reports are blaming the trade tensions between the two countries for the decline, the rate of growth for inbound travel to the U.S. from China has been slowing for a few years.

The US Travel Association in March said:

"After seven years of double-digit growth—12 years if we exclude the 2009 recession—visitations from China to the U.S. grew by a mere 4% in 2017, and the outlook for the near-term assumes a further slowdown in growth. Despite the increase in Chinese residents who hold passports, political factors such as ongoing trade tensions between the two countries and official statements from Chinese government officials dissuading travel to the U.S. likely play a role in the significant slowdown."

Despite the slowdown, China remains the third-largest source of overseas travel to the United States, attracting 3.2 million visitors in 2017, and accounting for 8.2% of overseas travel to the U.S., said the Association.

In a comment from the group this week, U.S. Travel Association Executive Vice President for Public Affairs and Policy Tori Barnes, said:

"The irony is that travel exports have been the greatest success story of our trade relationship with China, generating a \$30 billion surplus and accounting for 19% of all our exports to that country in 2017.

"The Chinese visit the U.S. in strong numbers, and they spend an average of \$6,700 per trip—about 50% more than the average international visitor.

"While our commercial and security relationships with China are certainly complicated, it is an undeniable fact that Chinese travel to the U.S. has been a huge win for the U.S. economy and jobs, and there are warning signs that advantage is beginning to erode."

An article in an Asia-based publication warned that the U.S. tourism industry must do more to keep up with changing needs of Chinese travelers.



Derek Hughes, Managing Director for the Institute for International Retail, spoke about the launch of the DFWC Academy and the first online course being offered for a Certificate in Duty Free and Travel Retail. Hughes said the Academy, which promotes professional standards and provides a platform to develop and motivate “high potential employees,” could be integral to keeping these sales professionals around. “You might ask ‘why train our people if they leave?’ And I say to you ‘what if we don’t train them and they stay?’” says Hughes.



Colm McLoughlin honored for 50 year career milestone in the Duty Free Industry

Congratulations to one of the finest gentlemen in the global duty free industry – Colm McLoughlin -- and his lovely wife Breeda, who are celebrating 50 years in the industry. Colm, who has held a guiding role at Dubai Duty Free since it was established 36 years ago, now oversees an award-winning organization that reached annual sales turnover of a record US\$2.015 billion in 2018. Now an industry icon like no other, Colm moved to Dubai in July 1983 as part of the 10-man team from Aer Rianta at the request of the Dubai Government to set up the duty free operation as part of a six-month consultancy agreement.

Above: Colm McLoughlin, Executive Vice Chairman and Chief Executive Officer of Dubai Duty Free, was guest of honor at a special 50th Anniversary dinner held in Magnolia in Al Qasr Hotel to mark his 50 years in the duty free industry. The dinner was organized by the Dubai Duty Free Executive team who attended along with Mrs. Breeda McLoughlin and Colm’s son Niall McLoughlin and wife Sherry. To read a wonderful summation of Colm McLoughlin’s path at Dubai Duty Free, please [click here](#).



Canadians in Singapore: Peace Bride Duty Free’s Peter Raju, Brian Merit and Sherri Gidney, Crystal Head Vodka, and Importations Guay Ltee.’s Justin Guay meet at the Crystal Head/Signal Hill booth in Singapore.



Members of the TFWA Board and executive team at the TFWA Asia Pacific closing press conference: Frédéric Garcia-Pelayo-Interparfums, TFWA Managing Director John Rimmer, TFWA President Alain Maingreud, and Nadia Skouri, Buying The Sky.



JTI Worldwide Duty Free Corporate Affairs and Communications Director Gemma Bates spoke at the conference and warned of a future with no visible branding on duty free products beyond tobacco. JTI illustrated the consequences of such a ban in the “The End of Brands” walk-through exhibition outside the main floor.

EMPLOYMENT OPPORTUNITIES

LA PRAIRIE

has an opening for a
Regional Travel Retail Coordinator
in Miami

Enter a world of timeless beauty to discover the world's most luxurious skincare – where science meets art. La Prairie has an opportunity for a Regional Travel Retail Coordinator in our Miami office. This individual will be the central point of contact for all Travel Retail Americas administrative and team management tasks. The TR Coordinator will support the regional team (including reporting and events), and be responsible for office coordination.

Responsibilities

- *Support the teams with global guidance on local merchandising adaptation with new launches;
- *Planogram creation for all doors following global guidelines;
- *Provide counter maintenance support;
- *Provide support with any library requests (art work, videos, translations, pack shots, etc.)
- *Assist with organization and execution of VIP Events;
- *Suggest and implement improvements on retailer.com appearance of LP TR Americas with support from Global TR;
- *Provide monthly TR Americas report coordination;
- *Responsible for regional compilation of data to sales team for easy analysis
- *Prepare shipped vs. forecast file;
- *Prepare basic Qlik View Reporting;
- *Assist with Global or Regional Beauty Advisor convention support;
- *Provide office support including: technical support on available tools, replenishing stock, supply coordination and 2 per year inventory control;
- *Provide ongoing Administrative tasks.

Qualifications

- *Minimum 3-5 years of experience, ideally in Travel Retail and Beauty industry;
- *Strong administrative and organizational skills;
- *Excellent PC Skills (MS Office 365 Suite, including Excel, Power Point and familiarity with IPAD);
- *Strong Sense of responsibility and ownership;
- *Task oriented; Attention to detail;
- *Willingness to help and support others;
- *Excellent command of English and Spanish.

To apply please visit the Careers section of our website:

https://www.careers.laprairiegroup.ch/?locale=en_US

NEW**Essence Corp.**

is looking for an

Account Executive and Trainer
to join our team! This position reports to the Area Director and works closely with several internal and external stakeholders.

Responsibilities:

- Sell-in and sell-out of assigned territories.
- Sales, training, POS visits, support and animation participation.
- Update and monitor advertising and promotion expenses (A&P) in accordance to clients purchases and brands guidelines.
- Responsible for counter events, animations and sell-thru results.
- Follow up on shipping and installation of the transparencies for the Point of Sales.
- In charge of proposing and implementing sell-out activities, promotional events and animation as per the Marketing Plan.
- Prepare presentations for training sessions.
- Booking of training location and organization of the training events.
- Educate participants on novelties, discontinued products, upcoming promotions, incentives, merchandising guidelines and sales techniques.
- Ensure portfolio brands spaces are respected at the points of sales and look for potential spaces to improve visibility.
- Implement brand merchandising guidelines as well as incentives and promotion.
- Transparencies & Logos: update brand visuals and logos before expiration as per brand guidelines.
- Monitor store inventory levels at each point of sale.

The ideal candidate is Highly-driven, self-motivated and thrives in a fast-paced environment. Possess excellent communication and presentation skills with a high level of analytical skills using Excel, PowerPoint, and MS Office applications. 50% - 60% travel required.

Fluent in English & Spanish both written and oral is a MUST.

More detail can be found at

<https://www.ziprecruiter.com/job/0b7f96b2>

NEW**Essence Corp.**

is looking for an

Advertising & Promotions Intern.
This position reports to the Senior Advertising and Promotions Manager and works closely with several internal and external stakeholders.

Responsibilities:

Acting as key liaison between brands and vendors for production and installation of launch materials for fragrances and cosmetics. Assisting on simulations, coordination, development and implementation of advertising material in stores, following brand's guidelines. Overseeing installation until completion and preparing internal presentations with promotions for Brands and Management.

Requirements:

This is a 12-month paid internship. The ideal candidate will have the ability to think quickly and problem solve. Eager to learn and be proactive with new tasks. Must be able to handle a fast-paced environment and maintain exceptional work ethic. Must be organized, detail oriented with the ability to shift priorities in workload. Strong knowledge and experience in using Photo shop (renderings), Ai, PP, IMovie, Prezi, Sage, Prism. Must be fluent written and orally in English and Spanish, French is a plus.

More details can be found at

<https://www.ziprecruiter.com/job/56faf954>

EMPLOYMENT OPPORTUNITIES

**Duty Free
Dynamics****DUTY FREE DYNAMICS CORP**

has an opening for a

Brand Manager**Based in Panama City, Panama**

Duty Free Dynamics (DFD) is a 'One Stop' service provider and distributor of global lifestyle brands throughout the Americas travel retail channel. The company's key categories are watches, jewelry, sunglasses, leather goods, travel gear, footwear, apparel, outdoor, cosmetics, personal care, toys and electronics.

Responsibilities

- Manage the relationship with the assigned brands, being the centralized point of contact for all marketing, administrative, sourcing and training purposes.
- Ensure the sales projection, from budget to execution, constantly challenging sales department.
- Act as part of the sales team from prospection to close the sale on the field.
- Prepare brand planning and reports.
- Create and update price lists according to brand agreement and market conditions.
- Coordinate brand trainings to the sales representative and ensure that sales train customer's sales team.
- Participate in marketing events such as seminars and trade shows.

Qualifications

- Bachelor's in Business Administration or relevant field; Master/MBA will be a plus
- Minimum 5 years proven experience as a Sales Representative and/or Brand Manager; Travel Retail experience will be considered a strong plus.
- Advanced/Native English. Knowledge of Spanish and/or French is an advantage.
- Advanced Excel and Outlook skills are Mandatory.
- International working exposure. Experience in the Americas region will be considered a strong plus.
- Customer-oriented and flexible personality that is open to travel up to 30%
- Effectively manage time and prioritize multiple responsibilities.
- Self-motivated and the ability to excel with minimum supervision.

Please send resume to
irasema.vazquez@dutyfreedynamics.com

**Duty Free
Dynamics****DUTY FREE DYNAMICS CORP**

has an opening for a

Sales Representative for Caribbean**Based in Miami**

Duty Free Dynamics (DFD) is a 'One Stop' service provider and distributor of global lifestyle brands throughout the Americas travel retail channel. The company's key categories are watches, jewelry, sunglasses, leather goods, travel gear, footwear, apparel, outdoor, cosmetics, personal care, toys and electronics.

Responsibilities

- Development of business relationships with existing customers' portfolio.
- Increase company's customer base and ensure its strong presence.
- Perform cost-benefit and needs analysis of existing/potential customers to meet their needs.
- Achieve agreed upon sales targets and outcomes within schedule.
- Expedite the resolution of customer problems and complaints to maximize satisfaction.
- Travel extensively across assigned territory meet with key accounts and target leads.
- Participate in marketing events such as seminars and trade shows.

Qualifications

- Minimum 5 years proven ability to drive the sales process from plan to close; experience travel retail channel and/or our key categories will be considered a plus
- Advanced/Native English. Knowledge of Spanish and/or French is an advantage.
- Advanced Excel and Outlook skills are mandatory.
- International working exposure. Experience in the Caribbean will be considered a strong plus.
- Effectively manage time and prioritize multiple responsibilities.
- Excellent communication and interpersonal skills, persuasive ability while negotiating.
- Self-motivated and the ability to excel with minimum supervision.
- Expect intensive travel up to 50% of working time during peak seasons.

Please send resume to
irasema.vazquez@dutyfreedynamics.com

**Otis McAllister****OTIS MC ALLISTER**

has an immediate opening for a
Sales & Marketing Associate
based in Ft. Lauderdale, FL

As a key player in Travel Retail distribution throughout the Americas, Otis McAllister specializes in the cultivation and global exposure of world-renowned brands within international travel environments.

We currently represent: Ferrero, Ghirardelli, Haribo, Hawaiian Host, Hershey's, Lindt, Mars, Mondelez, Perfetti van Melle and Ritter Sport.

Mandatory Requirements:

- 3-5 years' experience in marketing or sales role.
- Knowledge of product pricing, packaging, distribution and positioning
- Organization, communication and teamwork skills, experience meeting tight deadlines
- BA in Marketing, Business Administration or related field; Master's/MBA is a plus
- Some business travel involved

Responsibilities will include; but not limited to:

- Meet with management and vendors to determine brand objectives and strategies
- Track and monitor key initiatives within vendor/customer business plans.
- Present and execute creative ideas for marketing activities.
- Help develop and optimize marketing campaigns (product launching and promotion).
- Track budgets with an eye towards maximizing gains and reducing costs.
- Analyze industry, competition and market trends.

Please send resume to
MPanara@otismcallister.com