



1 April 2020

Dear **XXXXXXX MEMBER**

Firstly, I wish you, your families and colleagues the best health. This is an extraordinary time, one that has created a crisis of unprecedented dimension for the Duty Free and Travel Retail industry and I am writing to ask for your direct help in an urgent campaign to governments in our region.

APTRA has launched a campaign to directly lobby governments and policy-makers in Asia Pacific to secure their support for our industry. Targeting decision-makers in the government offices and ministers across various Trade & Industry, Commerce, Finance, Aviation, Transport and Tourism. We are urging them to acknowledge the vital economic role of the Duty Free and Travel Retail industry as a provider of commercial revenue streams and employment right across the region. We reference 'The Economic Impact of Duty Free & Travel Retail in Asia Pacific', that APTRA published with DFWC in October 2019.

The campaign's objectives are:

1. Establish our industry status within the ecosystem deemed vital in supporting the aviation and maritime industries.
2. Align governments to acknowledge the shared impact of the crisis across Duty Free and Travel Retail with our aviation and maritime partners.
3. Secure government support for the Duty Free and Travel Retail industry within associated state finance rescue packages.

Our challenge in Asia Pacific is the region's geography across over 45 countries and a diverse political landscape. APTRA has several well-established relationships with government stakeholders in specific countries, however we know that you, our members, will also have your own political relationships.

Your Help Is Vital

We need you to call on your own existing government connections to reinforce our message for financial support. The enclosed member update has several resources to help you communicate to your local government bodies. Please find attached:

- Copy of the letter that APTRA has sent to multiple government departments and countries
- Copy of "The Economic Impact of Duty Free & Travel Retail in APAC"
- Summary of "Best Practice Government Relief Measures" across APAC

In closing, let us remind ourselves of what is possible for our industry. The shoots of recovery are already sprouting in China, and although we must be cautious, commercially and personally, we are confident that Asia Pacific is the region that will lead the global industry out of this crisis. A region that is agile, innovative with the resilience to overcome challenges. Please, let's harness that together.

Your feedback is welcome, please do not hesitate to reach out to me or to my executive team at APTRA with other ideas or if you have any concerns. Thank you for your continued support for APTRA as your regional industry association.

Best Regards

Grant Fleming
President - APTRA