



APTRA CALLS FOR NEW THINKING TO GALVANIZE INDUSTRY RESPONSE TO CRISIS - IN TWO EVENTS AT THE VIRTUAL TRAVEL RETAIL EXPO 2020

Singapore 5 October 2020 As the Virtual Travel Retail Expo 2020 (12-16 October 2020) approaches, Sunil Tuli, President of APTRA, explains the association's drive for its two events at the expo.

“This is an unprecedented human and commercial crisis that needs a correspondingly new level of innovative thinking in our industry's response. APTRA wants to drive new thinking to galvanize that response across the whole industry. Co-operation and true partnership amongst key stakeholders in the trinity are the most vital factors in determining the road to recovery and, crucially, how we shape and future-proof the sustainability of travel retail as a vibrant and essential retail sector in Asia Pacific. We encourage all APTRA members and anyone with an interest in travel retail in Asia Pacific to join us as we discuss and explore essential strategies towards recovery.”

On Monday 12 October 2020 at 17:15 (SGT) in ‘*Crisis as an Agent of Positive Change*’, Sunil Tuli will address the Expo, sharing how APTRA is actively campaigning to safeguard the industry's important economic role in Asia Pacific, as a sector providing over 320,000 jobs* and a contribution of \$43.4bn to GDP*.

On Tuesday 13 October 2020 at 17:30 (SGT), the APTRA Exchange event brings together several industry executives to discuss and debate ‘*The Trinity Through a Crisis*’. Hosted by Kevin Zajax, CEO of Ground Central Global, the panel line-up will voice the current actions and development of future strategies from the key factions of travel retail – brands, landlords, retailers and suppliers - with contributions from four highly experienced industry experts:

Julia Bauer - Regional Manager, APAC, Imperial Brands
Philip Eckles – Chief Executive Officer, Delhi Duty Free
Erin Lillis - Travel Retail Director, Asia Pacific, Lacoste
Lucy Thomas - Head of Retail, Auckland International Airport

The events are free to access and pre-registration is open through these links:

Sunil Tuli presentation: “*Crisis as an Agent of Positive Change*”

<https://www.bigmarker.com/VirtualExpo/Sunil-Tuli-President-APTRA-Group-Chief-Executive-King-Power-Group-Hong-Kong>

APTRA Exchange: ‘*The Trinity Through a Crisis*’

<https://www.bigmarker.com/VirtualExpo/Asia-Pacific-Travel-Retail-Association-APTRA-Exchange>

Find out more about APTRA Events <https://www.aptra.asia/>

ENDS

*Source: APTRA's Economic Impact of Duty Free and Travel Retail in Asia Pacific 2019, commissioned in collaboration with the Duty Free World Council.

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About APTRA

The Asia Pacific Travel Retail Association (APTRA) is a membership organisation whose vision is to represent all members of the association and to strengthen, nurture & protect the duty free and travel retail industry in the Asia Pacific region. APTRA's membership comprises landlords, retailers and brands, which is unique and adds richness to the association's work. APTRA's territory spans over 45 countries in Asia Pacific.

APTRA strengthens the knowledge base of the industry by supporting members through meaningful research, knowledge share, networking opportunities and advocating the industry when facing regulatory challenges. Commissioning relevant market research is one of the quality outputs of APTRA, the results of which are disseminated exclusively to members through private seminars, networking workshops and the Association website.

APTRA is on the alert constantly for legislative and regulatory challenges that may impact the duty free and travel retail industry. Working with members, fellow trade associations and related agencies, APTRA engages with governments and policy-makers to facilitate a deeper understanding of the industry's pivotal role in local communities, employment, travel infrastructure and the economies of the region.