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Dufry signs 10-year contract to operate duty free shops at Brazil's Viracopos International Airport

Dufry has signed a 10-year agreement with Aeroportos Brasil Viracopos to operate the duty free shops at the Viracopos International Airport. This contract was awarded to Dufry Region America II, which accounts for 23% of the group.

Dufry will operate two duty free shops in the existing terminal with a total area of 324 sqm, a 237 sqm shop in the arrivals area and a 87 sqm shop in the departure side. Both shops will have a general travel retail format. The agreement also foresees that Dufry will enlarge its retail space by almost 50% once the new terminal is completed, which is expected to happen in May 2014.

The expanded retail space will allow Dufry to further enhance its comprehensive range of products, and offer its clients international

best-selling brands and a unique shopping experience, said the company.

Julian Diaz, CEO of Dufry Group, commented: "The success that we have achieved in winning new contracts prove once more that we are on the right track in terms of diversifying and increasing our share in Emerging Markets, which present in our view a tremendous potential for business development. Apart from that, the partnership with the airport operator will be the key for the business development in the future projects."

The operations will be a key success factor for Dufry's "sustainable and healthy development of the travel retail industry in Brazil. The combination of Viracopos management's longstanding experience and Dufry's travel

retail expertise and customer knowledge will translate into an outstanding shopping experience for passengers at Viracopos," said the company statement.

Viracopos airport is located 100 km from the city of São Paulo and is the 2nd largest air cargo terminal in Brazil. In 2012, the airport welcomed 8.9 million domestic and international passengers and is forecasting approximately 10 million arrivals for 2013. The airport has been chosen to host passengers for the 2014 World Cup.

Viracopos-Campinas airport is operated by the Aeroportos de Brasil consortium, made up of Brazilian infrastructure firm Triunfo Participações, UTC Participações and French airport operator Egis Avia. The Franco-Brazilian consortium won the concession with a bid last year of US \$2.2 bil-

PEOPLE

Heineken has strengthened its Americas team, appointing **Ernesto Milan** as Duty Free Sales Manager - South America, a pivotal role in growing Heineken sales in the Americas. The company is targeting to double its business in the top performing region of 2012, driven principally by growth in the premium beer segment.

In his new role, based in Monterrey Mexico, Milan will drive the growth of the Heineken brand alongside the Mexican brands, focusing particularly on the South American and border business.

In addition, **Alex Godinez**, who joined from the company's domestic business in the U.S., has been named Sales Manager dedicated to the cruise channel.

Carlos Candeias, Global Account Manager Heineken, comments: "Building from a base of over 6% growth in the Americas in 2012, these appointments signal our determination to attack a number of key opportunities in our market... The strengthening of the Americas team underlines Heineken's confidence in the range, quality and appeal of its uniquely well-balanced brand portfolio."

Air Transport News (ATN) has honored **Angela Gittens**, Director General of **Airports Council International (ACI)**, with ATN's first Woman of the Year Award. The Awards Ceremony took place on March 17 during ICAO's Sixth Worldwide Air Transport Conference in Montreal. The Awards celebrate the companies and key players that have made and continue to make outstanding contributions to the air transport industry and whose vision and determination have positively impacted not only the industry, but the countless individuals and communities touched by the economic and social spinoffs of aviation, said the ATN statement.

The 2013 IAADFS Duty Free Show of the Americas: Bringing Value to the industry

Both exhibitors and buyers are telling *TMI* that they are optimistically looking forward to a very good Duty Free Show of the Americas starting this weekend at the Orlando World Marriott Center in Orlando, Florida.

"We believe this is going to be a very valuable business-to-business show for the three days that the Trade floor is open," said Michael Payne, executive director of the show organizer IAADFS.

"Our focus is to get the right

combination of social networking opportunities and make sure that people are actually doing serious business. People tell me they have full appointments. They have to find some dollar return on this—and I think most of them still do or they wouldn't be coming back. Our return rate is pretty high," he says.

The sold-out exhibit hall is featuring nearly 200 companies, and as of mid-February, buyer pre-registrations were running

13% ahead of 2012 totals at the same time.

"The show numbers are good, companies are bringing more buyers and we are getting calls to add delegates, which is very positive. We always have such a large onsite registration, that we don't know what the final figures will be in advance, but I am more concerned that we have the right people rather than higher numbers," says Payne.

Continued on page 2



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Collections 2000 highlights Invicta watch brand to travel retail worldwide

How many Invicta watches do you own? According to Invicta spokesperson Shane Killoran, Invicta launches 3,000 new watch models a year and claims that over half of its consumers own 10 or more Invicta watches. On top of that, Invicta says that they gain over 100,000 new collectors annually – many of whom buy in duty free.

Invicta offers every conceivable kind of design and size of watch. “Our goal is to create the best possible timepiece – whether you have \$80 to spend or \$800. We carry every single type of movement in a watch, mechanical, battery, automatic. Basically,



anything that the consumers in the market want, we can supply it,” Killoran explains. “We just want to create a brand that can accommodate the taste and financial needs of our consumers,” she says.

Invicta’s main markets are the U.S., Europe, South America and Asia, and Killoran reports that the brand has maintained a steady, continuous growth in sales and popularity. Sales in Europe, she

says, have grown 400% in the last year alone.

This widespread appeal is making its mark in the duty free venues where it has launched, report Kathy and Seth Levine, of Collections 2000, who represent Invicta watches in travel retail worldwide.

Collections 2000 introduced Invicta Watches to duty free about a year and a half ago, with its first emphasis on cruise ships. The duty free assortment ranges from \$129 – \$599 -- with a sweet spot of \$129, \$159 and \$179 on the cruiselines, says Kathy Levine.

“Invicta is making a huge impact in the travel retail/duty free venues where it is available for sale. It is listed with Starboard Cruise Services onboard all 80+ ships that it serves, as well as with Harding, Princess Cruises and Dufry’s Flagship division, and is being tested on another line,” explains Kathy Levine.

“Starboard is a great partner. We started on nine ships in 2011

and are now listed on nearly their full roster.”

Invicta is also making big inroads now in airport shops. It is listed with Nuance in Las Vegas, DFASS, Host and some Hudson News stores.

“It is such an exciting brand, offering more than 4,000 styles. The brand thrives on newness and excitement, and when its regular consumers see a new style, they buy,” says Kathy. “The constant introduction of new styles is one reason for its success.”

“Invicta embodies ‘affordable luxury,’ and offers a lot of watch and style for the money,” says Seth Levine. “Invicta watches offer all the bells and whistles at a significantly lower price than the competition. Invicta has a huge presence on TV, giving it a huge recognition factor and an enthusiastic following.”

Collections 2000 will be showing a wide range of Invicta watches in Orlando at Booth #107.

IAADFS

Continued from page 1

Payne says that the IAADFS was able to pick up some space this year: “We got the Fire Marshall to approve some booth expansions and relocations of stands, but we have to keep access to the doors open, so that limits what more we can do. We were able to identify some space and position some exhibitors in new locations outside the hall. So that is good,” said Payne.

The exhibition can have access to other parts of the hotel, he continues, but needs to have enough

mass to make the expansion worthwhile. “The challenge is to keep our space balanced properly at the same time accommodating as many people as we can. Right now we are able to handle most of the companies that wish to participate, but if we get to the point where we have too big of a waiting list with legitimate duty free companies, we are going to have to address that.”

The full interview with Michael Payne can be found in the April issue of *TMI*, which will be onstand at the Show beginning on Sunday.

TRDG appointed distributor for Polar & Munitio

Travel Retail Distribution Group (TRDG) has been appointed the exclusive distributors for electronics brands Polar and Munitio for Travel Retail.

“These are both major global brands and will be a great addition to travel retail. We will be launching both brands at the IAADFS show,” says Karen Waters, VP Marketing & Sales, Travel Retail Distribution Group.

The Polar portfolio of travel accessories includes health monitor-

ing electronics items that measure activity levels, heart rate sensors, sensors with apps, and more.

Munitio produces top of the line earphones and headphones.

TRDG will also be featuring the new Tanda Pearl, new Power solutions that accommodate all the smartphone and tablets that it will be featuring at the booth, and a number of appealing all natural and healthy snacks on behalf of Go Snacks. TRDG will be exhibiting at Booth #1323





Industry vets create FlyInStyle Smartphone app to grow airport business!

Airport retailers may soon benefit from an exciting new mobile app designed to drive traffic and sales into stores and services while informing and entertaining travelers.

Designed by former P&G Prestige manager Amanda Anthony, FlyInStyle is a social application for the airport traveler to find promotions, deals, product launch news, even Happy Hours, and more. Inspired by her days traveling through airports, Anthony says that the app addresses the pain points of airport retailers – helping to drive store traffic and increase spend/ticket – while giving travelers a fun way to pass the dwell time and connect with others, as it offers shopping and dining deals.

Brand and retail partnerships are a priority for FlyInStyle, explains Katherine Sleipnes, Business Development Leader for FlyInStyle.

“We are reaching out to key

retailers in airports across the region but also brands who want to use this venue in their marketing campaigns,” she says. “Some TR global retailers already use their web sites and social media presence to engage the traveler... we can partner with them.”

The app will not only help drive traffic into travel retail, but also into restaurants, bars, services and any airport business that uploads promotions to the app.

The team is implementing lean methodology in developing this app, a technique that has become the standard in technology companies. In the developmental stage, they are testing early and often, says Anthony.

FlyInStyle -- which is so promising it won acceptance into a Miami accelerator program -- is seeking partners during this beta testing phase for feedback and support. Retailers will receive heavily discounted or free of

charge promotional support via the app, in exchange for the feedback of what works and what does not.

Sleipnes expects this testing phase to go through early 2014, assuming FlyInStyle launches this summer with the iPhone version. “Going forward, we will expand the app to include more platforms like Android, more social functionality, and more retailers, dining partners and brands throughout the globe. We are also ready to sign a joint venture with a local educational institution and are in discussions with global airline partners,” she adds.

Anthony and Sleipnes will be in Orlando to share the concept and app prototype with select retailers and brands.

Connect with them at flyinstyle.co, on Twitter @flyinstyleapp on Facebook at <https://www.facebook.com/flyinstyleapp> and on Pinterest at <https://pinterest.com/flyinstyle/>.

ASUTIL Plays Ball

South American Duty Free Association ASUTIL has announced a special “Play Ball” promotion taking place during the 2013 Duty Free Show of the Americas for people registered to attend the 2013 ASUTIL Conference taking place in Punta Cana, Dominican Republic on June 12-15. The game involves finding three colored balls that are missing from the Association’s logo. They will be hidden throughout the Orlando World Center Marriott Exhibit Hall, even within exhibitor’s booths. The grand prize is a MacBook Air 11 inches.

ASUTIL Secretary General José Luis Donagaray will be giving out several replicas as hints, and Monday morning the orange ball will be hidden, Monday afternoon the green ball will be hidden and Tuesday morning the blue ball will be hidden.

ASUTIL asks that when players find any of the three balls, please leave it where it is, but take note of the code on it and the color of the ball and enter it at the ASUTIL website. For balls too “hard to find,” players will receive clues by email.

Montblanc expands the scope of its Miami operations as it reinforces its Travel Retail business In Latin America

Effective April 1, 2013 Montblanc is enlarging the scope of the Miami office to assume full responsibility for its travel retail business all over Latin America. Until now, the region was covered by the international travel retail division, which operates out of Hamburg.

As a result, Regional Brand Director Rodrigo Fajardo, who heads the Miami division, will be adding various new roles to his team as a result of the new market responsibility.

The move has been prompted by Montblanc’s belief that the Latin American market continues to offer vast business potential for the brand, said the company statement.

The luxury house is eyeing key markets such as Brazil for future

additional investments in the travel retail channel, enhancing Montblanc’s boutique network in the region.

Kazem Toedt, Montblanc Area Manager International Travel Retail explains, “Miami is a strategic hub for our travel retail business in the Americas. The added responsibility reflects the outstanding performance of our team in Miami who will continue to focus on providing enhanced support to all of our partners in the region.”

In addition to its international travel retail division in Hamburg, Montblanc maintains regional travel retail divisions in Hong Kong to serve Asia, in Dubai to serve the Middle East, India, and Africa, and in Miami to serve North America, the Caribbean and Latin America.





Delta Air Lines, LAWA embark on \$229m overhaul of T5 at LAX

Delta Air Lines has begun a \$229-million overhaul of Terminal 5 at Los Angeles International Airport (LAX), in partnership with the City of Los Angeles and Los Angeles World Airports (LAWA). The construction project is scheduled to take place in several phases with full completion in 2015.

LAWA Executive Director Gina Marie Lindsey said, "This is an important milestone in the continuing modernization of LAX. The partnership with Delta Air Lines is enabling significant improvement in customer service

and convenience for both domestic and international travelers."

Plans call for a complete remodel and expansion of Terminal 5. The project will double the size of the ticketing lobby and federal security screening checkpoints, build a private VIP check-in lobby, renovate the Delta Sky Club to include full-service bar, new carpet, tile, and other services.

It will also open new baggage carousels and upgrade facilities for the international baggage recheck

In addition, 15 new restaurants and shops featuring celebrity chefs and retail brand names that reflect the cuisine, culture and lifestyle of Los Angeles will complete their phased openings this year.

The project is funded using approximately \$12 million of Delta Air Line's invested capital for proprietary improvements (airline lounge, check-in lobbies, finishes, other architectural elements, etc.); approximately \$25 million in reimbursements from the Transportation Security Administration for security-screening measures; and the remainder in LAWA commercial paper/long-term debt, LAWA cash on hand, and Passenger Facility Charges collections. No funds from the City of Los Angeles' General Fund are being used, says LAWA.

Dufry's Julian Diaz Gonzalez to be new Board Member

Dufry AG announced that its Board of Directors will propose at the Annual General Meeting on April 30, 2013, to add **Julian Díaz González** as new Board member in addition to the seven Board members already elected or proposed for re-election.

Díaz González will retain his current role as Chief Executive Officer of Dufry Group.

1947 Zippo Car on Display at 2013 Duty Free Show of The Americas

Zippo will be featuring the 1947 Zippo Car at its Booth #2307 during the 2013 Duty Free Show of the Americas. Show attendees can stop by, get their picture taken with the car and enter to win a Zippo lighter with their photo on it. Zippo will also have show specials and other great prizes including:

A chance to receive a free Zippo lighter with a photo of you and the 1947 Zippo Car, if you place an order at the show ; 5-10% off your order or a free counter display; a special on the Zippo "On the Road" fragrance.

WHY: Zippo is on the move... planes, trains, and automobiles – plus cruise ships! Since making its initial push into the market in 2011, Zippo has focused on brand expansion, travel retail partnerships, and a no-holds-barred



strategy that has skyrocketed the company from just a handful of travel retail locations in 2012 to over 55 locations and 155 points of sale in the U.S. today. The latest additions to its pocket lighter, apparel, watches, pens and fragrance collections for travel retail and duty free will be on display at the Zippo booth.

For more information contact Bart Collins - bcollins@citra-inc.com

PUIG has an opening for a Field Supervisor North America (USA & Canada)

The Field Supervisor will be in charge of following-up the sales of fragrance products in Duty Free shops (Airport and Border stores): Merchandising, management & training of Beauty Advisors, product launches, marketing events, stock inventory of fragrances, samples, testers and display material.

Ideal Profile

Candidate should have at least 2 years-experience in sales of luxury or selective products (Fragrance, Cosmetics, Make up, Skincare, Perfumes, accessories, confectionaries, wines & spirits...). Open and flexible to travel at least 40% of his/her time. Has the sense of independence and maturity to work from home.

Job Description

Coordinate sales growth according to brand objectives
Responsible of selling the entire catalog of brands of the company in his/her territory: Carolina Herrera, Paco Rabanne, Nina Ricci, Prada, Valentino, Shakira
Management and Training of dedicated Beauty Advisors, under the supervision of the Training Manager
Maintain proper merchandising according to the brands' guidelines
Analyze sales on each point of sales and reports suggestions to North America
Key Accounts Manager
Coordinate sales goals, recruitment, trainings, schedules, etc... for the Beauty Advisors on the territory.

Requirements

Based in Miami (home based), or in Panama (Puig subsidiary)
College degree preferred
2-3 years of relevant professional experience (Account Management or Sales)
Ability to read and analyze sales reports
Good proficiency of Excel, Word and PowerPoint
Ability to Travel and be on the field 40% to 50% of the time
Excellent communication and presentation skills
Please send resume to l.lamotte@puigpanama.net



For inquires contact exclusive sales agent Unique Luxury Goods LLC, lola.perez@uniquegl.com