



Over 240 executives from APTRA-member and non-member companies attended the inaugural APTRA KPMG Retail Roadshow, which took place in Asia and Australasia in late November.

The seven seminars were staged by APTRA in co-operation with KPMG, in Sydney, Melbourne, Auckland, Shanghai, Hong Kong, Singapore and Bangkok.

The primary objective of the Roadshow was to provide APTRA's members with detailed presentations of research commissioned by the Association from industry analysts m1nd-set, with an opportunity to discuss and extrapolate on the findings.

KPMG says it provided detailed insights to their own consumer behaviour research on Chinese luxury consumers at home and away, a summary of their Consumer Executive Top of Mind survey, insights to the Asian retail landscape and a look at the online retail landscape and potential.



[Above: Over 240 executives from APTRA-member and non-member companies attended the inaugural APTRA KPMG Retail Roadshow.]

POSITIVE REACTION

In addition, the APTRA KPMG Retail Roadshow seminar tour offered an opportunity to present to a wider audience the objectives of the Association, explain current advocacy campaigns, and promote its latest initiatives such as the Responsible Retail Training programme.

Jaya Singh, President APTRA, commented: “We are delighted with the outcome of the APTRA KPMG Retail Roadshow. Without exception, the companies present, members and non-members alike, reacted positively to both the insights to market behaviour provided by APTRA through our research partners and also the information on our current advocacy work on behalf of the duty free and travel retail industry.

“Demand both for our research reports and for membership of the Association has been given a significant boost and awareness has been raised of some of the very serious issues facing the duty free and travel retail industry at this moment.

“The additional insights to shopping behaviour of luxury consumers and travellers provided by KPMG were also highly appreciated as relevant to both APTRA members and KPMG guests.”

APTRA KPMG Retail Roadshow hailed 'a success'

Michael Barrett, Executive Officer APTRA, added: "I would like to express our appreciation to Anson Bailey, our principal contact at KPMG, and to Peter Mohn of m1nd-set for their complete commitment to this exciting initiative.

"We believe the added value both for our members and for the KPMG guests has been considerable and we are keen that business seminars such as these should be an integral part of APTRA's service to members in the future."

TRB BUSINESS