

Long serving Charles Chen is appointed CDFG President

The China Duty Free Group Co., Ltd. (CDFG) has announced that Charles Chen has been appointed as the President of CDFG, with official effect from December 16 last week.



Chen first joined CDFG in 1987 and held a number of senior leadership management positions, including Director of Liquor Sales and Marketing Department, Chief Representative of European Office, President of CDFG Commerce & Trade Co., Ltd. and Assistant President and Vice President of CDFG.

He has also served the company as the General Manager of CDFG Boao Commerce & Trade Co., Ltd., and as the Head of the prestigious Haitang Bay Project.

VERY WIDELY EXPERIENCED

China Duty Free says that throughout his work in the CDFG merchandising area, Chen has expressed his global skill sets within the international travel retail arena, which proved to be very advantageous experience to prepare him for helping to launch the Sanya International Duty Free Shopping Complex - now acknowledged as the world's largest off duty free shopping mall.



Charles Chen, the new President of the China Duty Free Group, with 29 years of experience at the company.

Commenting on his latest appointment, Charles Chen said: "I have worked 29 years in the duty free industry, I am fortunate to witness this incredible growth of China travel retail business; as well as its steps towards global markets, from the very first duty free store in China to the largest duty free shopping mall in the world, from over 230 stores throughout China, and the opening of overseas stores, CDFG has caught the world's attention with its rapid development.

"Now with our global vision, and leveraging [the] parent company China National Travel Service Group's resources, we cherish opportunities, and welcome challenges ahead."

In the statement provided, CDFG says it believes that under Chen's leadership – with his rich experience and insights into the travel retail business – the company will discover great development potential and 'rise to a new horizon'.

Doug Newhouse writes: I first met Charles Chen at the company's Beijing headquarters in the early nineties to make a film about the company for Tax Free World Association and I have chartered his progress ever since.

The many suppliers and other members of the industry who know him will be very familiar with his polite demeanour and his great knowledge of the business.

This is always displayed with modesty in both his industry conference presentations and in general conversation and as such, this appointment is Chen's reward for great service to CDFG over many years.