

Société de Distribution Aéroportuaire (SDA) - the joint venture between Aéroports de Paris and LS Travel Retail France - has become the first duty free and travel retail operator in Europe to become certified as a 'China Outbound Tourism Quality Service Supplier'.

The Quality Service Certification (QSC) applies to 101 of SDA's points-of-sale in at Paris Charles de Gaulle Airport and recognises these stores' quality of service to Chinese tourists and the high-level shopping experience. These units include BuY Paris Duty Free, BuY Paris Collection and the mono-brand boutiques managed by SDA.

"In 2013 we welcomed over 2.1m passengers coming from and going to China (including Hong Kong), which corresponds to an increase of +5.5% compared to 2012. We have learnt to better understand our Chinese customers to better receive and welcome them in our stores," says Mathieu Daubert, Head of Retail of Aéroports de Paris.

The criteria for QSC are based on evaluations of the services provided to Chinese travellers abroad, including passenger services and making Chinese speaking staff available.

"We are very honoured by this certification in more ways than one," says Guy Bodescot, Chief Executive Officer of SDA. "Firstly, the Chinese authorities recognise the efforts in adapting to our customers' needs in terms of the language, the culture, commercial offers, payment methods and in-store hospitality.

LSTR's SDA joint venture with ADP is first with China certification

"Then there is the fact that the certification complements



and makes official all the advantages that we offer to our Chinese customers: the removal of duty on the first Euro, a collection of safe points-of-sale, and a definite price advantage compared to the town centre. We are therefore enabling Paris-Charles de Gaulle to be one of the very first airports in the world to offer such an initiative and we are the first large scale shopping centre in France to get such recognition."

100 CHINESE SPEAKERS

The store network of SDA has nearly one hundred Chinese speaking sales consultants on top of which numerous promotions are held, for example during Chinese New Year (*left*) and Golden Week when offers are displayed in Chinese languages on the digital screens in store.

A 10% discount is also offered to those who have a China UnionPay credit card and spend at least €200 in the BuY Paris Duty Free stores or spend at least €500 in the BuY Paris Collection stores.

In 2014, BuY Paris Duty Free has also offered Chinese shoppers tastings in the wine cellars of its stores, accessible by reservation with the partner tour operators of Aéroports de Paris. BuY Paris Duty Free was an official partner for the 50-year celebration of Franco-Chinese relations in January 2014.