

Three U.A.E. based companies, Fervor Montreal, Beauty Contact Inc. and camel milk chocolate brand Al Nassma have underlined their recent appearances at the TFWA Exhibition and Conference - which closed 31 October - and latest research as proof of the increased importance of local brands in the global travel retail and duty free industry.

Travel retail has become an important platform for local companies to enter international markets. Latest figures published by statistics specialists Generation Research show a continual rise in global sales by 7.5% from 2012, creating new opportunities for local brands worldwide to enter this growing business.

The trio cites Dubai Duty Free recently accredited as the world's top airport retailer – as a fervent supporter of UAE homegrown brands. According to latest numbers by Generation Research, DDF accounted for almost 5.2% of the \$34.67 billion overall global airport duty free sales in 2013.

Commenting on their participation at the TFWA Exhibition, Martin van Almsick, GM at Al Nassma Chocolate LLC, says "Growing traveller numbers and a shift in customers' expectation of duty free and travel retail offers towards quality and exclusivity will eventually lead to a transformation of the sector. Local premium brands can support this change and help to capture the customers' attention in the future. They add an exotic touch and excitement to outlets around the globe, which eventually will drive sales and influence overall performance."

He adds, "Dubai Duty Free was the first to discover the potential that lies in our exquisite camel milk chocolate, giving their outlets a local feel and setting their premium products range apart from the usual offers.

"We have just recently celebrated our sixth anniversary and we are already participating at this exhibition in Cannes for the fifth time, which shows our commitment to travel retail and duty free sales channels. They have certainly helped us to make our brand as strong and flourishing as it is today."