



# THE TRINITY FORUM 2012

February 13-15 2012  
Grand Hyatt Hotel, Seoul

## Creating a New Quality Standard

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## FEBRUARY 13

**15.00 Registration commences**

**19.00 Opening cocktail**

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## FEBRUARY 14

**08.30 Welcome and introduction**

**Martin Moodie**, Founder & Chairman,  
**The Moodie Report**

**08.40 Angela Gittens**, Director-General,  
**Airports Council International**

**08.50 Host welcome**

**CW Lee**, President & CEO,  
**Incheon International Airport Corp**

**09.05 Opening remarks**

**Do-yeop Kwon**, Minister of Land,  
Transport and Maritime Affairs,  
**Government of South Korea**

**09.10 Where next for travel retail? A global overview**

**Jack MacGowan**, CEO, **Aer Rianta International**

**09.40 View from the top: The airports CEO panel**

Featuring some of the world's leading airport CEOs discussing the role of commercial revenues, including:

**CW Lee**, President & CEO, **Incheon International Airport Corp**  
**Paul Griffiths**, CEO, **Dubai Airports**  
**Joseph Lopano**, CEO, **Tampa International Airport**

**10.30 Coffee break**

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**10.55 Exceeding customer expectations in Asia Pacific travel retail**

**Sunil Tuli**, President, **Asia Pacific Travel Retail Association** (and Managing Director Travel Retail & Duty Free, **King Power Group Hong Kong**)

**11.15 Maximising consumer insight to drive commercial revenues**

**Helen Grace**, Vice President Business Development, International Airports, Foreign Exchange Services, **American Express**

**11.35 Film: Innovation in travel retail (1)**

By **Marshall Arts International**

**11.45 A Beautiful Vision**

Driving a footfall and penetration revolution – a call to action from a 'Trinity' of powerful brand companies

**Uwe Faber-Billot**, Global Category Manager, **P&G Prestige**

**Roland Stieger**, Head of Sales, **Nestlé International Travel Retail**

**Jane Ewing**, Managing Director, **Diageo Global Travel Retail & Middle East**

**13.00 Lunch**

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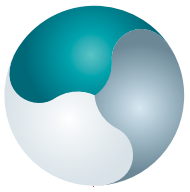
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**14.15 Building brands in an ever-changing channel**

**Erik Juul-Mortensen**, President,  
**Tax Free World Association**

**14.40 Riding the Korean wave**

**Lee Seung Ky**, Director of Marketing,  
**Lotte Duty Free**

**15.15 Panel discussion (1): Raising the quality bar**

**Andrew Carter**, Managing Director,  
**Bacardi Global Travel Retail**  
**Eugenio Andrades**, Commercial Director,  
**World Duty Free Group**  
**Keith Hunter**, Senior Vice President,  
**Qatar Duty Free**  
**Rick Stavast**, Marketing Director, **SSP**

**16.15 Coffee break**

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**FERRERO**

**16.45 Driving real brand values in a changing world**

**Sung-Joo Kim**, Founder and Owner,  
**Sungjoo Group (MCM)**

**17.05 Incheon International Airport's grand commercial vision**

**Dr Young-Geun Lee**, Executive Vice  
President, **Incheon International Airport Corp**

**17.30 Conference closes**

**19.30 Pre-Gala cocktails and**

**20.15 Gala dinner**

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**Incheon Airport**

Gala dinner sponsor



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### FEBRUARY 15

#### 08.45 Film: Innovation in travel retail (2)

By Marshall Arts International

#### 09.00 Panel discussion (2): Taking fashion and luxury to new heights

**Frank Passmann**, General Manager Travel Retail, **Montblanc**

**Muriel Zingraff-Shariff**, Retail Concessions Director, **London Heathrow Airport**

**Emmanuel de Place**, Chief Operating Officer, **LS travel retail ASPAC**

#### 10.00 Industry consolidation

Travel retail remains a highly fragmented business sector. Is this about to change?

**Ivo Favotto**, Founder, **The Mercurius Group**

#### 10.25 Airport Service Quality Retail

Why this new benchmarking programme is critical to improving airport retail and food & beverage standards

**Damien Kobel**, Director, **DKMA**

#### 10.45 Coffee break

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#### 11.10 Creating a whole new level of passenger experience

**Deepak Talwar**, Chairman, **IDFS**

**Dan Cappell**, Senior Vice President Commercial, **Abu Dhabi Airports Company**

**Otto Ambagtsheer**, Managing Director Business Area Consumers, **Schiphol Group**

#### 12.10 The future of Korean travel retail

**In-Jung Whang**, Vice-President Marketing Division, **The Shilla Duty Free**

#### 12.30 The new reality of a virtual world

A dynamic, exciting and futuristic final session evaluating the power and potential of social and digital media to drive airport commercial revenues

**Andrea Belardini**, CEO Europe, **The Nuance Group**

**Eugene Barry**, Vice President - Commercial, **Dubai Airports**

**Lorenzo Formoso**, Chief Operating Officer, **Duty Free Philippines**

**Johanna Metsälä**, Customer Experience Manager, **Helsinki Airport**

#### 13.30 Closing remarks

#### 13.40 Lunch

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