



WELCOME TO THE

CEETRA TRAVEL RETAIL FORUM 2023

at PRAGUE AIRPORT

27th APRIL 2022

Welcome to all and especially big
thanks to sponsors and
supporters:

Lagardere TR Czech for the organisational support as well as the Coffee
Break and the Lunch

Prague Airport for the meeting room and the airport tour

R. Jelinek for the networking event and dinner last night

Today's program:

9:00 Registration and Coffee

Prague Airport – 2nd floor of connecting hall between T1 and T2 (above KFC).

9:30 Welcome

Andrzej Milaszewicz (chairman, CEETRA)

9:40 Prague airport – commercial successes in turbulent times

František Kachlík (Executive Director Commercial, Prague Airport)

10:10 Travel retail behaviour trends Central Eastern Europe

Peter Mohn (Owner and CEO, m1nd-set)

10:40 The view from Brussels

Julie Lassaigne (Secretary General, ETRC)

11:00 Update on the Tobacco category

Ricardo Oliveira (Senior Counsel, ETRC)

11:30 Coffee break

12:00 CPK Airport - Development and new Opportunities for the Region
12:30 Frictionless Commerce - Elevating the customer experience with autonomous checkouts

Adam Dużyński (Airport Commercial Strategy Senior specialist, PPL)

Jimmy Motte (Global Head of Digital & Innovation, Lagardere TR)

13:00 The Story of a regional brand – Rudolf Jelínek's Slivovic

Miroslav Motyčka (Sales and Marketing Director, Rudolf Jelínek)

13:30 Lunch

Airport Tour:

For those participating in the Airport Tour we go to the meeting point in T2 Departures next to the Souvenir Shop

Precisely at 14:15

The tour will be 2 hours and we must all go back on landside to turn in our airside passes.

Airport Tour:

These are on the list: if you are not on the list, and you should be, please let us know:

Lassaigne

Kmoch

Keian

Pereira de Oliveira

Bork

Horváth

Novotná

Uszynski

Skierska Komorska

Norvilaitė-Tautevičė

Duzynski

Cirjakovic

František Kachlík (Executive Director
Commercial, Prague Airport)



Welcome by Andrzej Milaszewicz (CEO, Lagardere Duty Free Polska)

Industry Voice

- Politicians and legislators generally do not understand the specific character of the travel retail industry
- Laws can harm our trade without our views being heard

CEETRA is a dynamic and effective advocacy platform representing the interests of the region's travel retail and duty free industry in political and trade associations alike.

Welcome by Andrzej Milaszewicz (CEO, Lagardere Duty Free Polska)

NEED FOR CEETRA

“The importance of the local”

- Local problems must be dealt with locally
- Politics is local, therefore local governments / authorities prefer to talk to local partners
- On national issues, a local voice is the strongest
- Especially airports are important infrastructure partners with local governments
- A regional association allow for ongoing pro-active promotion of the industry