



Press Release 18th January 2016

CEETRA LAUNCHES A NEW WEBSITE TO ENFORCE REGIONAL INDUSTRY COOPERATION

The Central and Eastern European Travel Retail Association (CEETRA) unveiled today its brand new web page. The user-friendly website presents the industry's activities in the region to business, partners and decision-makers and provides all relevant information on the key role duty free and travel retail play in the regional economy.

Sven Niemeier, Chairman of CEETRA, commented earlier today:

"We are all very excited about the new website which is a professional and complete information tool for the general public, members and partners of CEETRA. During the last months we have welcomed many new members thanks to our compelling membership package. This new website will certainly enable further growth of the Association. Our members are the driving force behind the association and the new website strengthens their voice in regards to the issues that need focus.

Politics and culture of Central and Eastern Europe require a specific business model. This creates a strong demand for a unique and tailored strategy in representing our duty free and travel retail industry, which is what CEETRA has been providing during the last three years. We are delighted to now have the appropriate tool to share it with the world!"

Discover the new website on: www.ceetra.org

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NOTES TO THE EDITOR

The **Central and Eastern European Travel Retail Association** – CEETRA – is a regional industry association organizing companies involved in the duty-free and travel retail industry in the Central and Eastern European region.

The association aim to protect, promote and facilitate the Region's travel retail channel by providing the means to obtain the most favourable trading environment for the travel related commerce.

CEETRA initially represents companies in Austria, Czech Republic, Croatia, Hungary, Poland, Slovakia, Slovenia, Romania and Bulgaria involved in supplying and retailing goods to travelling consumers in all duty free and travel retail outlets.

CEETRA is a member of The European Travel Retail Confederation – ETRC – which is the European wide body serving the industry and its members at European level.

For more information, please contact:

CEETRA

Sven Niemeier
Chairman

Tel: +49 40 30 10 26 49

Mob: +49 151 16 76 9 310

Email: S_Niemeier@gebr-heinemann.de