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*For Immediate Release*

## **CEETRA to lead industry cooperation in Central and Eastern Europe**

A group of companies operating in travel retail sector have come together to form the Central and Eastern Europe Travel Retail Association (CEETRA). At a meeting held at Budapest airport in Hungary, leading industry companies including retailers, suppliers and airports, passed a resolution to bring the association into existence.

CEETRA will seek to bring together the travel retail industry representatives from across the region and foster a greater sense of community. The association will lead networking and knowledge share events and workshops, while also helping to raise the profile of the industry with key stakeholders and voicing industry concerns.

Speaking after the formation of CEETRA, Alan Bork, CEETRA Chairman and Commercial Director at Budapest International Airport, commented "We are all very excited about what can be achieved with CEETRA, I personally think this is a great opportunity to really add value to the industry in our region. We have a lot of really innovative and smart people working throughout Central and Eastern Europe, bringing those people together to share ideas and knowledge will be a huge benefit to all of our businesses."

"Our members will be the driving force behind the association, it is their voice and their issues that we will focus upon. First and foremost we look forward to joining the European Travel Retail Confederation and bringing our region's perspective and voice."

In the coming months, CEETRA will be raising its profile with key stakeholders and accepting corporate members. The first Annual General Meeting of the Association will be held at the DFNI Conference on the 13<sup>th</sup> of November 2012, which will also be an opportunity for members to gather and discuss the issues that concern them and the priorities for their new association.

**Ends**

### **Notes to the Editor:**

1. The Founding Members of CEETRA are drawn from Airports: Budapest International Airport, Vienna International Airport; Retailers: Gebr. Heinemann, Aelia Czech Republic; and Suppliers: Pernod Ricard, Puig, Japan Tobacco International, Philip Morris International, British American Tobacco, Imperial Tobacco

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