

FOR IMMEDIATE RELEASE

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## ARC confirms DFASS as Official Event Partner

**ARC2012 Asia-Pacific**, the most focused networking platform for airline buyers and suppliers, has today confirmed **DFASS Group**, the world's largest inflight concessionaire, as an Official Event Partner.



"Our sponsorship of the Airline Retail Conference highlights the growing importance of the event in every inflight retailer's calendar", said John Garner, President of DFASS. "Many of our airline partners will be attending, so it is important to us that we help make the event a huge success."

**DFASS Group** partners with 30 airlines globally, handling many of the world's mega-carriers, including American Airlines, Air Canada, Continental and Delta, as well as over a dozen major airlines in Asia & Oceania. From duty free shopping, to buy-on-board programs, plus a hybrid of both - DFASS retails to a vast consumer base, with a captive audience of over 400 million international and domestic passengers per year.

Alex Vail, ARC Event Director commented, "DFASS has been involved with the last three Airline Retail Conferences, so we are delighted by their continued and generous support of the event. The Official Partnership is the top level of sponsorship for the conference and we look forward to working closely with John and his team in Singapore."

This agreement with DFASS confirms that ARC is gearing up to be the most important inflight food, beverage and retail conference ever to take place in Asia. The event will take place from 6<sup>th</sup> – 8<sup>th</sup> February 2012 at the Sands Expo & Convention Centre in Singapore, and organisers expect over 300 delegates to attend, including buyers from more than 50 airlines.

**To register, or for more information about ARC2012 Asia-Pacific, please call Shelly Guerrero on +44 20 7613 6959 or visit [www.airlineretail.com](http://www.airlineretail.com).**

[Ends]

Official Event Partners

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**Notes for editors:**

**About The Airline Retail Conference**

**ARC. Shaping the future of inflight retail.**

The Airline Retail Conference is the most focused networking platform for airline buyers and suppliers in the world. Through conferences, exhibitions and social events, ARC creates premium opportunities to build rewarding business relationships.

Since ARC first launched in 2007, over 1500 high-level delegates have attended this focused event, including representatives from almost all of the world's top 50 airlines and all of the major retail concessionaires.

ARC is the leading global conference for senior inflight professionals. We bring together chief executives, retail directors and ancillary revenue specialists from the world's leading airlines, to share knowledge and best practice in a professional networking environment.

Since Ink bought the conference in 2009, it has gone from strength to strength. Following demand from the Asia-Pacific region, the inaugural ARC event took place in January 2011 in Macau. This successful event hosted 18 speakers, 21 exhibitors, 4 sponsors and over 170 delegates. The 2011 London event was the largest in its four-year history, with 20 speakers, 51 exhibitors, 19 sponsors and over 400 delegates.

Each conference is accompanied by an exhibition blending the sector's leading brands with the newest companies and latest innovations in onboard retail, food, beverage and ancillary revenue streams. ARC is designed to be the best possible use of time for busy airline professionals.

**About DFASS Group**

**DFASS Group** is devoted to building long-term relationships with its clients, offering incomparable value and empowering airlines to take inflight revenue to new heights. As the industry's leading inflight Duty Free specialty travel retailer, DFASS continues to develop new ways to operate in order to meet the many challenges of its business environment. At the same time, it maintains a clear vision and remains flexible to support the changing needs of its clientele.

DFASS designs and builds programs based on each individual airline partner. Each airline has its unique way of doing business and DFASS has made it a priority to understand the intimate details of each and every airline partner, their philosophies and their methods of doing business. It is this commitment that has enabled DFASS to gain the trust, respect and business of some of the world's most innovative and visionary airlines.

DFASS works with 30 airlines globally, and provides inflight Duty Free services to the following airlines in Asia & Oceania: The **AirAsia** group, **Bangkok Airways**, **Continental Micronesia**, **Fly Guam**, **JetStar Airways**, **Silk Air**, **Singapore Airlines** and **Tiger Airways**. DFASS also provides services such as supply, logistics, distribution and demand planning to the following airline partners' inflight pouring programs: **China Airlines**, **EVA Air**, **JAL**, **Mandarin Airlines**, and **Trans Asia Airways**.

Official Event Partners

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