FERRERO TRAVEL MARKET ATTENDS MEADFA 2022 IN BAHRAIN

Ferrero Travel Market attended this year's MEADFA Conference at The Art Hotel & Resort in Bahrain for a packed two days of insights, debate and discussion on the travel retail sector in the Middle East and Africa. All subjects were covered from supply chain issues to sustainability to travel traffic patterns and covid recovery. Over 400 industry delegates attended the conference including our own Gianfranco Picchi, Rujuta Sheth and Sergio Salvagno.