



Press release
July 2019

RESPONSIBLE RETAIL TRAINING PROGRAMME GOES GLOBAL WITH APTRA AND DFWC

The Asia Pacific Travel Retail Association (APTRA) and the Duty Free World Council (DFWC) are delighted to announce that the Responsible Retail Training Programme (RRTP) has been updated and refined for application across the global duty free & travel retail industry.

The online programme, which was originally pioneered by APTRA in 2014 and rolled out successfully to over 2,000 front-line staff in Asia Pacific, has now been adopted by DFWC to expand globally through other regional associations.

The updates include the online content being made mobile-responsive so that staff can either complete the training and questions via a desktop computer or via their phones.

The training, which is available in several languages, including English, French and Spanish with others in the pipeline, relates to the parameters of the DFWC code of conduct for the sale of alcohol products within the duty free & travel retail environment. Those who complete the programme and answer questions successfully will be awarded a certificate.

The RRTP is an interactive, module-based training programme which is designed to reinforce regulations and best practice on the sale of alcoholic drinks in duty free. It is offered free to all companies - brands, retailers, commercial teams, communications and promotional agencies - who want their associates to take the training and thereby demonstrate that they are marketing and selling alcoholic products responsibly across the duty free channel.

The RRTP is now accessible through the websites of DFWC and APTRA and will soon be available also to members of other regional duty free & travel retail trade associations.

Grant Fleming, President APTRA commented: "The RRTP was devised by APTRA to reinforce the procedures which were laid down in the code of conduct for the sale of alcohol products in duty free. Widespread adoption of the DFWC Code and the RRTP demonstrates to regulatory authorities, and also to consumers, that our industry trades responsibly, respecting inbound allowances, local customs and regulations, and ensuring that we do not supply alcohol to minors.

"We are delighted that the DFWC has chosen to adopt the RRTP in its new format for application with industry stakeholders worldwide and we are pleased to offer this high-quality, accessible training programme free through the APTRA and other associations' websites."

Explaining the global vision, **Frank O'Connell, President DFWC** said: "The DFWC and the regional trade associations campaign vigorously to convince legislators and regulators of the unique nature of the duty free & travel retail channel and its immense value to transport infrastructure, local and national economies.

"Evidence of robust procedures regarding the supply of alcoholic products in duty free demonstrates that the industry conducts itself with integrity and, in so doing, adds considerable weight to our advocacy efforts.

"Given the success of APTRA's training platform, we reached out to them and, with their help, have created an updated version that is relevant to all brands, retailers and airports that sell alcohol in duty free worldwide."