

May 6, 2019

## **Duty Free World Council Academy to launch Certificate Course in Duty Free & Travel Retail**

The DFWC Academy will announce its first course during TFWA's upcoming Asia Pacific Exhibition and Conference. This is a major milestone in DFWC's efforts to develop standards throughout the industry through training and educational activities.

The DFWC Academy will create programmes for professionals working in our industry and will also be promoted outside the industry to encourage new entrants to pursue a career in Duty Free & Travel Retail. The DFWCA courses will take full account of the unique characteristics and challenges of our industry. Critically, all courses will be fully accredited by recognised learning institutions. The Academy plans to develop courses to Certificate, Diploma and Degree standards catering to development needs of people at all levels within the industry.

Mr. Frank O'Connell, DFWC President, states, "in response to an acknowledged industry need for Duty Free and Travel Retail specific training and accredited career development we have created the DFWC Academy and I am very happy to announce the launch of its first programme - the Certificate in Duty Free & Travel Retail. I have been greatly encouraged by the positive feedback we have received from the industry while developing this initial course and I have no doubt that the Academy will evolve into a tremendous resource for the industry in the years to come".

The Academy courses will be developed by a team of academic and travel retail experts working with IIR the (Institute of International Retail), an international organisation with global retail and training expertise, who will manage the day to day operations of the academy.

Delivery of the first course will begin in September 2019 with student enrolment commencing immediately. Having the objectives of increasing staff retention and conversion rate of passenger to travel retail customer the course is relevant to retail sales professionals, employees from brand companies supplying the industry and promotional agencies staff. The course will equip the learner with the knowledge and skills to advance and prosper in their career and to achieve a level of excellence in travel retail based on the DFWC Academy set of Industry Professional Standards. Certification will be jointly awarded to graduates by the DFWC Academy and IIR and will be fully accredited by the globally recognised, CPD Standards Office (CPDSO)

The DFWC Academy will be present in Singapore during the upcoming TFWA event where representatives will be available to provide further information on the Academy and its courses and how to enrol.

The DFWC Academy is supported by Dubai Duty Free, Dufry AG and TFWA.

For further information please contact either the Duty Free World Council or the Institute of International Retail;  
[gerard.murray@dfworldcouncil.com](mailto:gerard.murray@dfworldcouncil.com) or visit <http://dfworldcouncil.com/academy/>.  
[director@iiretail.com](mailto:director@iiretail.com) or visit <http://iiretail.com/>

---

**About the Duty Free World Council**

The Duty Free World Council, the DFWC, is the industry association representing the interests of the global duty free and travel retail channel and has the overall objective of creating the optimal operating environment for the industry that will allow it to achieve its full potential.

Contact: Gerard Murray Executive Secretary, [gerard.murray@dfworldcouncil.com](mailto:gerard.murray@dfworldcouncil.com)

---

**About IIR, the Institute of International Retail**

IIR is an international e-learning provider to the retail industry and is responsible for the delivery of the DFWC Academy. IIR works with a team of instructional designers, industry experts and a broad range of education and learning specialists to ensure the highest standard of learning and development. All IIR courses are rigorously assessed by the Continuing Professional Development (CPD) Standards office and all CPD points awarded are globally recognised.

Contact: Derek Hughes, Managing Director, [director@iiretail.com](mailto:director@iiretail.com)

