



全球免税理事会学堂
培训证书·中文课程
DFWCA·CHINA

Press Release

2nd. May 2023

DFWC Academy China launch at TFWA Asia Pacific Exhibition and Conference

The Duty Free World Council Academy China will be formally launched at TFWA's Duty Free and Travel Retail Asia Pacific Summit in Singapore next week. Recognising the importance of the Chinese duty- and tax-free market, all Academy courses will be available in Mandarin, in addition to English and Spanish, from May 8th. 2023.

In partnership with Amberich International (HK) Ltd and Ceventas Pty Ltd, a platform has been created through which students can enrol and access DFWCA courses in Mandarin, and which will provide 24/7 support in Mandarin where needed.

The lack of availability of highly trained staff is a constraint on development in the duty- and tax-free market in some areas in China. The creation of the DFWCA China platform is a major step to help address this challenge. DFWC Academy courses are intended to complement retailers and brands' in-house training programmes. The flagship Certificate in Duty Free and Travel Retail is designed primarily for frontline retail staff and provides a holistic overview of the global industry, the specific characteristics of the channel, and deep insights into shoppers' expectations and behaviours.

DFWC President, Sarah Branquinho, stated, "This is an exciting development for the Council and the Academy, and is testimony to the Council's commitment to raising industry standards globally. Attracting and retaining highly competent and motivated talent within our industry is critical to its long-term development and is a significant global challenge today. The provision of Academy courses in Mandarin will help address this challenge in the fast-growing Chinese market."

Amberich ex-Managing Director, Jason Cao, now the Ambassador of DFWC Academy China stated: "We are very excited that the DFWC Academy China Certificate program is officially launching in May at TFWA Singapore after one year of hard work."

"Amberich's talent development team are proud to partner with the DFWC, in the creation of the DFWC Academy China learning platform."

A DFWC Academy information booth will be present at TFWA Asia Pacific Exhibition and Conference, May 8 -11th in Singapore.

For further information on the Academy and its courses please visit <https://www.dfwc.academy>, and for courses in Mandarin please visit <http://www.dfwca.cn>



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About The Duty Free World Council Academy

The Academy has been created to raise standards across the duty-free and travel retail industry through the provision of bespoke educational standards and training programmes specific to our unique industry. Our courses are relevant to businesses which are active in all areas of the aviation, maritime, downtown and border shop channels. www.dfwc.academy

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