

Warsaw just the start for new Aelia CEO Morin

FRANCE. Aelia has seen more than a few changes over the past couple of months, but according to new president and CEO Jean-Baptiste Morin (pictured), the biggest changes are yet to come. In an exclusive interview with *DFNI*, and his first with the travel-retail media, Morin laid out his vision for the company. Among his ambitions is the positioning of Aelia as one of the leading international travel retailers.

With its recent gain at Warsaw Frédéric Chopin airport, Aelia takes one step closer to that goal. At Warsaw the company will open a 1,260sq m (13,557sq ft) multi-category shop and a 120sq m (1,290sq ft) last-minute store when the delayed terminal two opens. With traffic of more than 8m passengers in 2006, representing growth of 14% over 2005, Warsaw is an attractive location by any retailer's standards, and one that Morin says will serve as a flagship for further

development in the region.

Morin told *DFNI*: "These are big steps for our organisation and we are working to profile Aelia as one of the international leaders of this industry. It has the resources and energy for that, with strong support from [parent company] Lagardère Services."

Aelia believes that what it will show the trade in Warsaw—and, equally importantly, what it has already shown at Paris Charles de Gaulle S3—will act as a platform for the international expansion it is aiming for. But for Morin investment in the quality of Aelia's staff and infrastructure is equally important.

"Aelia has developed great systems that help make the business more efficient," he explained. "We have probably one of the best supply chains, and this is key. You cannot sell products that are not on the shelves in the boutiques. Our systems enable us to be among the best in that area.



But our key strength lies in our people. They like what they do and this can help move mountains."

With its continued focus on improving its retail practices through better systems and thoroughly trained staff, combined

with the two big international showcases of S3 and Warsaw, Aelia looks as though it is ready to achieve the goals its new CEO has set his sights on.

■ Aelia is the subject of a Special Report published with this issue of *DFNI*.

News in brief

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■ **FRANCE.** Aéroports de Paris and Aelia's joint venture, Société de Distribution Aeroportuaire, is testing an arrivals concept at Paris Charles de Gaulle airport. The 6m "last-minute" mobile unit is located in the baggage reclaim area of terminal 2F and sells duty-paid fragrances, liquor, wine, champagne and confectionery. (September 28)