



402-116 Lisgar Street, Ottawa, ON K2P 0C2

FDFA Memorandum of Understanding

Memorandum of Understanding

Between

the Frontier Duty Free Association

and

the Canadian Land Border Duty Free Stores

This Memorandum of Understanding (MOU) sets for the terms and understanding between the Frontier Duty Free Association and the Canadian Land Border Duty Free Stores.

Background & Purpose:

The FDFA Board of Directors and FDFA Government Relations Committee recognizes the critical importance of national duty-free advocacy and proactive industry statistics to be prepared for future industry GR political campaigns that will ensure key political and bureaucratic decision makers understand the importance of our industry and our contributions to both our local economies and national economy. To do so effectively, and to be taken seriously, we require a timely, consistent and comprehensive synopsis of our national business statistics from a wholistic perspective to assist decision makers in seeing who we are as an industry from a variety of different perspectives. It is also critical to understand that given changing political representation both federally and locally, we must ensure that one of our key industry priorities is to continually bring awareness of our industry narrative and value to demonstrate how our businesses will assist in political objectives that benefit Canadians especially in border communities.

The FDFA recognizes that historically we have asked our members for specific industry statistics and have had challenges in the past retaining this information. It is our request that we have a firm commitment from all members to provide in a confidential manner this information in a timely manner to utilize this consolidated information for future state of the art political communications to support the viability of our industry and growth of your business.

Reporting:

The FDFA office will be providing the FDFA Government Relations Committee the consolidated industry statistical information that the stores provide via various timelines. The information and data that is being asked is being identified by the FDFA Government Relations Committee from areas such as employment numbers, tobacco stats, traveller information, etc.

As attached, the FDFA office has provided a legally bound confidentiality agreement that is signed to exemplify that your information will not be provided individually to any FDFA member, board member, etc. Only consolidated data will be provided as legally permitted to ensure your store's confidentiality.



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Duration:

This MOU shall become effective upon signing by your store's authorized signatory and will remain in effect until modified or terminated by any one of the partners by mutual consent. In the absence of agreement by the authorized officials. The FDFA has no end date noted for the duration of these statistical requests as it is the objective of the FDFA to have this initiative as an ongoing function of the industry association.

_____ Date:
(Partner signature)
(Partner name, organization, position)

_____ Date:
(Partner signature)
(Partner name, organization, position)

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