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PRESS RELEASE

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EVO NXT business festival seals new partnership with Switzerland's CB Company

EVO NXT 2023 in Málaga to expand 'Green Zone' exhibition space for CBD products through collaboration with well-known Swiss event organiser

The EVO NXT 2023 business festival will benefit from hands-on assistance from the Cannabis Business Company (CB Company) under a major partnership for the upcoming business festival in Málaga, Spain. The collaboration is to focus on building the supporting programme, especially in the areas of R&D, trending themes and the planned 'Green Zone' where CBD products and others will be marketed, giving EVO NXT the benefit of many years of experience at CB Company, a business known for organising high-quality events.

Dortmund, 5 December 2022 – The EVO NXT business festival in Málaga between 10 and 11 March 2023 is going to be all about next-generation products (NGPs) including all the latest topics and trends in e-cigarettes, smokeless alternatives and nicotine pouches, vaping and heat-not-burn products – naturally including hemp with and without CBD – which will be showcased at the venue. Great progress is being made with the forthcoming business festival's hemp zone – a.k.a the 'Green Zone' – as Messe Dortmund, the organiser behind EVO NXT, has secured the active support of the 'Cannabis Business Company' of Switzerland ('CB Company' for short).

Switzerland claims to have established itself as the largest national producer of CBD, and as a hub for international CBD-related commerce. With a broad-based network, CB Company has played a major part in this and has already organised events such as 'CB Expo' and 'CB Club', attracting hundreds of exhibitors and several thousand visitors, and solidifying its reputation as a seasoned organiser of high-quality events. The very first EVO NXT business festival – to be held next March – is now also to benefit from this experience and from the Swiss company's capable international partner network. "We're looking forward to working

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together, and we're convinced the CBD zone at EVO NXT is going to be a creative and truly groundbreaking industry highlight," said a delighted Ben Arn, CEO of CB Company.



Ben Arn, CEO of CB Company

Sabine Loos, Managing Director of Westfalenhallen Unternehmensgruppe, owner of Messe Dortmund, is convinced of the partnership's merits: "As an innovative business platform that's not afraid to ring some changes, EVO NXT has resonated well with people, offering players every opportunity to join in driving the transformation of this industry in a modern atmosphere. The partnership with CB Company will really help us do this. Accordingly, we're delighted to have secured the company's assistance," she continued.

Within the 'Green Zone' – one of a total of four zones at EVO NXT – the focus will be on everything to do with hemp products (with and without CBD) and their necessary accessories. Whether it's cosmetics, food or medicine – the entire span of products in the industry will be reflected. As a capable partner, CB Company will be assisting with the Green Zone and will also be represented as an exhibitor at the venue. The network will also provide exclusive input for the planned EVO NXT supporting programme.

The aim: long-term partnership

Over and above the EVO NXT collaboration, CB Company and Messe Dortmund are aiming to engage in a long-term partnership to which the work being done on EVO NXT in 2022 is considered a fitting prelude.

Regular updates on the upcoming EVO NXT business festival are also available on the [LinkedIn](#) and [Instagram](#) social media channels, on the event [website](#) and in our [newsletter](#).

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FESTIVAL AT A GLANCE

EVO NXT - THE INTERNATIONAL BUSINESS FESTIVAL FOR NEXT GENERATION PRODUCTS

Launching in 2023, EVO NXT is an exceptional new event concept that goes well beyond conventional trade show offerings – exclusively for the NGP industry! An innovative business festival and with a unique mix of information and entertainment, EVO NXT offers everyone the perfect platform for joining forces and driving change in the industry. In its four zones, EVO NXT is not only going to provide a comprehensive overview of all the latest trends and innovations in the world of NGP, it will also offer exhibitors and visitors all the benefits modern live communications have to offer, with industry experts and big-name speakers providing key inspiration to this young industry in the form of gripping keynote talks, summits, workshops and panel discussions. Selected businesses will also be presenting a range of innovations and offerings in various different stage settings.

DATE:

10. - 11. March 2023

EVENT ORGANISER:

Messe Dortmund GmbH

LOCATION:

Málaga, Palacio de Ferias y Congresos de Málaga
(FYCMA)



[Further information](#)