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PRESS RELEASE

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InterTabac & InterSupply: successful partnership with Procigar extended

Twin shows to remain platinum sponsor of the Procigar Festival

Bringing the cigar industry into focus worldwide and promoting synergies locally is the declared aim of the partnership between InterTabac, InterSupply and Procigar, the Association of Dominican Cigar Manufacturers. The partners have already succeeded in providing key inspiration and motivation, and want to continue doing so. To this end, the twin shows and Procigar – the alliance of leading cigar producers in the Dominican Republic – have prolonged their partnership.

Dortmund, 28 June 2023 – For over 40 years, the international tobacco industry has been coming to Messe Dortmund year after year for InterTabac, the world's leading trade show for tobacco products and smoking accessories, and for InterSupply, its production-oriented sister show. Part of this achievement is down to many successful partnerships, and one of these major partners is Procigar, an alliance of the leading Dominican cigar manufacturers. This winning partnership has now been extended.

The collaboration to date has waved the flag strongly for the Caribbean cigar industry, for example by giving high-quality Dominican tobacco products a global platform where they can be presented, thereby extending their sales reach. The intention now is to use this partnership to help bring the industry into focus worldwide and also strengthen local capabilities in this part of Central America. The international credentials of InterTabac and InterSupply play a pivotal role here.

Sabine Loos, Managing Director of Westfalahallen Unternehmensgruppe which owns and operates the Messe Dortmund venue, emphasised: "One essential, indispensable cornerstone of these global flagship tobacco industry shows is direct, person-to-person dialogue with the leading cigar producing and exporting nations at an international level. With this in mind, we are all the more delighted that Procigar is going to continue to help

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underpin the role of InterTabac and InterSupply as the leading global tobacco shows in the years ahead.”

This long-term collaboration between Procigar and the twin shows will now build on the success achieved to date. Hendrik Kelner, President of Procigar, stressed: „For Procigar it is an honour and a distinction to be associated with InterTabac, which is recognized as the largest and best tobacco show in the world and where we've been made to feel like the main protagonist at the Gala dinner where we promote premium cigar brands of our members who are recognized as best-of-breed. This is definitely an alliance of the finest.”

Procigar has existed as an alliance of cigar manufacturers in the Dominican Republic since 1992. Its task is to protect and cultivate the excellent reputation of Dominican premium cigars, and to raise their profile. A presence at the twin shows is an ideal way to help achieve this. In addition to its representation activities, Procigar has also been organising the unique Procigar Festival since 2008, which hosts over 400 international participants and combines educational opportunities, entertainment and a large number of exclusive premium cigars. The twin shows will continue as platinum sponsor of the festival under the partnership.

The initial content of the InterTabac/InterSupply supporting programme will be announced shortly, and ticket sales have commenced recently. Until the shows get underway, you can discover all the latest news and find everything you need to know on the [show website](#), [LinkedIn](#) or via [newsletter](#).

EXHIBITION AT A GLANCE**INTERTABAC - THE WORLD'S LARGEST TRADE FAIR FOR TOBACCO PRODUCTS AND SMOKING ACCESSORIES**

InterTabac, the world's largest trade fair for tobacco products and smoking accessories, is where trade visitors meet top decision-makers from the retail, manufacturing and service sectors. The quality and international credentials of visitors is a hallmark of the world's leading event for the tobacco industry – with over 40% of visitors coming from abroad. International market leaders and industry representatives from the fields of cigars, cigarillos, cigarettes, pipes and smokers' requisites, cigarette and pipe tobacco, RYO and MYO, fine cut and leaf, shop fittings, press and IT, point-of-sale systems, vending machines, water pipes and accessories, electronic cigarettes and next generation products will be represented. The subject-matter leadership of InterTabac as a leading global trade fair has been enhanced further with presentations on current issues and challenges facing the industry as part of the newly developed, innovative InterTabac supporting programme.

DATE:

14 to 16 September 2023

EVENT

Messe Dortmund GmbH

TARGET GROUPS:

Top international decision-makers in the sales channel (tobacco retailers, wholesalers and retailers), as well as manufacturing and service sectors. Industry representatives from home and abroad in the fields of cigars, cigarillos, cigarettes, pipes and smokers' requisites, RYO, MYO, fine cut, pipe tobacco, shop fittings, press and IT, point-of-sale systems, vending machines, water pipes and accessories, and electronic cigarettes.. InterTabac caters for everyone in the tobacco industry – in Germany and across the world. The fair is ideal for networking with regular customers, generating leads and acquiring new customers. Admission only for trade visitors aged 18 and over.



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