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PRESS RELEASE

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InterTabac & InterSupply: new collaboration with the CSWC

Cigar Smoking World Championship named as partner of the two international shows

The international tobacco industry will be convening at Messe Dortmund between 14 and 16 September 2023 for the next InterTabac and InterSupply shows where the latest trends and developments in the industry will be on display for all to see and try out. Planning is already in full swing – and now another highlight is being added in the form of a stand featuring the shows' new partner, the Cigar Smoking World Championship (CSWC), which will add an exciting extra facet to the traditionally famous-name range on show at the venue.

Dortmund, 25 April 2023 – The twin shows InterTabac and InterSupply, which will be held in Dortmund from 14 to 16 September 2023, have gained another strong international partner in the form of the Cigar Smoking World Championship (CSWC). The 'World Championship in Smoking a Cigar Slowly', the finals of which are due to be held in Split, Croatia, shortly prior to InterTabac and InterSupply will be in attendance at Messe Dortmund – complete with its own exhibition space. So for the first time, this exclusive smoking event is using what is probably the best possible venue to make itself even better known within the industry: the twin shows InterTabac and InterSupply. In return, Messe Dortmund is to sponsor the CSWC in future.

Marko Bilić, President of the Mareva International Cigar Club and a proven global cigar ambassador who won the Cigar Journal Ambassador Award in 2015, founded the CSWC in 2010, which quickly developed into a global event for cigar lovers. Numerous offshoots and qualifying events are now held all over the world. Unlike many other competitions, the CSWC is not about speed – on the contrary: the winner is the one who can smoke a cigar as slowly as possible. The idea behind this was to focus on enjoyment. Nowadays, around 40 qualifying events are held in the course of a year to determine who will go forward to the grand final which is to be held this year in Split, Croatia, shortly before the twin shows get underway. Whoever takes the longest will be crowned the winner and, as well as a

trophy, will also receive all kinds of high-quality prizes such as a one-day trip aboard a 55-metre yacht, a cigar cutter, a lighter, and of course a top-class pack of cigars. On top of that, the champion will be given free admission to the twin shows including an invitation to the 'Get Together' on the first evening of the shows (14 September 2023).

“A perfect fit for InterTabac and InterSupply”

CSWC founder and chairman Marko Bilić is looking forward to the collaboration: "It was a dream of mine early on to set up such an event. The CSWC is more than a competition in slow cigar smoking. Rather, it is an event where like-minded people share their passion for the cigar lifestyle and cigar lovers from all over the world come together for a good time. This is a perfect fit for InterTabac and InterSupply as well, as a large number of cigar enthusiasts are on hand to enjoy fellowship with others in addition to exchanging ideas on potential business deals. Thus, the twin shows are the perfect partner and the ideal stage for our exhibition space."

Sabine Loos, chief show organiser and Managing Director of Westfalenhallen Unternehmensgruppe which owns and operates the Messe Dortmund venue, is also upbeat about the new collaboration: "We're delighted to have secured the Cigar Smoking World Championship as a partner to our shows. The collaboration underlines once again the great international reputation enjoyed by InterTabac and InterSupply. And of course, the enthusiasm of Marko Bilić's CSWC team for the enjoyment of cigars in good company and their commitment to bringing people together also align perfectly with our new show slogan 'Together for tomorrow'."

What exactly will happen at the venue is not yet being revealed by those involved, but we do know that people who are – and people who aspire to be – cigar lovers should definitely make a point of stopping by the CSWC stand. The global flagship trade event comprising InterTabac and InterSupply will also be showcasing the broad diversity of the tobacco industry. Whether it's the classic segment comprising cigars, cigarettes, pipes, pipe tobacco and fine cut, the issues surrounding the point of sale, next-generation products (NGPs), shishas and accessories or anything associated with the manufacturing, processing and packaging processes behind tobacco products and liquids – the twin shows will once again have a lot to offer. Details of the initial items in the supporting programme and information on how to secure tickets will be announced shortly. Until then, all the latest news and everything else worth knowing can be found, as ever, on the trade show websites ([InterTabac/InterSupply](#)), on the [Business Insights](#) online platform, on [LinkedIn](#) or directly via newsletter ([InterTabac/InterSupply](#)).

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 ORGANISER: 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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