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PRESS RELEASE

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German Shisha Tobacco Association – new partner for InterTabac & InterSupply

Twin shows sign partnership agreement with the 'Shisha Association'

The network of supporters behind InterTabac and InterSupply is growing, and the up-coming shows between 14 and 16 September 2023 will now feature the German Shisha Tobacco Association as a named partner for the very first time. Experts from the association will be helping the trade show team with preparations for shisha topic zone as part of the supporting programme. The association hopes to use the partnership to reinforce and grow awareness of shisha consumption as a cultural asset among policy-makers and the public at large.

Dortmund, 13 July 2023 – The German Shisha Tobacco Association (Bundesverband Wasserpfeifentabak e.V.) is the latest organisation to partner with the twin shows InterTabac and InterSupply. One focus of the partnership will be preparing and co-designing of the InterTabac and InterSupply supporting programme, with representatives of the association in close contact with those responsible for the shows in order to offer ideas and inspiration for the shisha topic zone and other informative offerings. This will help ensure this year's shows continue to provide up-to-date, captivating content for all B2B visitors.

Sabine Loos, Managing Director of Westfalahallen Unternehmensgruppe which owns and operates the Messe Dortmund venue, emphasised the importance of this partnership, saying: "It is a pleasure for us to welcome the German Shisha Tobacco Association as a new partner. The association is a strong voice for this part of the industry, representing manufacturers, importers, brand owners, shisha tobacco traders and shisha bars. The new partnership underlines the importance of InterTabac as the world's leading show giving hookahs and related products the attention they deserve among an international trade audience."

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Folke Rega, Chief Executive of the German Shisha Tobacco Association, was also delighted about the partnership: "InterTabac and InterSupply offer us an excellent and recognised platform for highlighting the issues of importance to us – and to the internationally growing shisha tobacco industry – to a broad-based trade audience. We are looking forward to being involved in the preparations for a varied supporting programme, and to being able to talk to visitors, experts and other players from across the industry at the venue. Especially in these challenging times, the partnership sends a strong signal for the German shisha tobacco industry."

Representing the interests of over 30 manufacturers, importers, brand owners and traders, the twin shows' new supporter – also known as 'the shisha association' – advocates, among other things, sensible and moderate regulation and tax legislation, the fight against the black market and a nationwide uniform licensing requirement for shisha bars. To this end, it works closely with relevant authorities, policy makers, academics and other stakeholders to keep on improving standards in the industry. All members have committed themselves to a code of conduct that obliges them to act in a lawful and responsible manner. Further goals are to strengthen public and political awareness of shisha consumption as a cultural asset and of the role it plays in achieving social cohesion.

Initial details of the supporting programme are already available at www.intertabac.de/en-gb/programm. Latest news at a glance: [Website](#), [LinkedIn](#) or via [newsletter](#).

EXHIBITIONS AT A GLANCE

INTERTABAC, THE WORLD'S LARGEST TRADE SHOW FOR TOBACCO PRODUCTS AND SMOKING ACCESSORIES

InterTabac, the world's largest trade show 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 show 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

VISITOR 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 show 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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