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PRESS RELEASE

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'Together for tomorrow' – InterTabac with an eye to the future

New motto, traditional quality: InterTabac and its twin show InterSupply are to sharpen their focus on coming trends in 2023 without neglecting existing matters of interest

The comeback of InterTabac and InterSupply last September was a roaring success, with exhibitors, traders and visitors very satisfied with the industry get-together, having been catered for superbly at what was the tobacco industry's premier meet-up in 2022. As a result, prospects could scarcely be better for the follow-up shows at Messe Dortmund on 14 to 16 September 2023. Preparations are already underway, and the slogan for this year's shows has now been decided: 'Together for tomorrow'. It expresses the claim of InterTabac and InterSupply to reflect current trends and prospective subject matters, and also – as the global flagship trade show – to be a leading platform and a popular meeting place for the entire tobacco industry.

Dortmund, 30 January 2023 – The many positive impressions of the comeback edition of the twin shows InterTabac and InterSupply, which were packed with highlights and attracted over 600 exhibitors and 12,000+ interested visitors to Dortmund, are still resonating, and work has already begun on planning the follow-up shows in September 2023. Hardly surprising, as the organisers' declared aim is to repeat last year's success. Things are well on track in this regard, as the rate of repeat bookings is already high, with over 90% of last year's exhibitors planning to return in 2023.

The unique, multi-faceted recipe for success used by InterTabac and InterSupply, combining professional expertise throughout the value chain with an attractive supporting programme, will once again be used to great effect. Another key success factor is face-to-face contact at the venue. "The most recent InterTabac and InterSupply shows delivered exactly what the industry had been missing for over three years," remembers Sabine Loos, Managing Director of Westfalahallen Unternehmensgruppe which owns and operates the Messe Dortmund

venue. "The superb feedback from so many exhibitors and visitors and the repeat bookings already firmed up by many big-name players at home and abroad all bear this out. As the industry's foremost meeting place, we want to be the beating heart of the tobacco world again in 2023. As a result, preparations are already in full swing – also for the supporting programme which will once again offer tremendous added value," she continued.

New slogan for InterTabac & InterSupply

For the upcoming shows in autumn/fall 2023, the organisers have come up with a new slogan that reflects the above benefits of the twin shows whilst acknowledging their appeal right across the industry: 'Together for tomorrow'. "InterTabac and InterSupply have always been a platform for the entire tobacco industry in all its forms – from the 'classic' segment to next-generation products. This platform and its face-to-face interaction, networking, joint development of ideas and powering the industry forward constitute real added value – especially in a world increasingly marked by restrictions and bans on tobacco consumption. The new slogan for our shows expresses this in a pointed way. Of course, this will also be reflected in everything the upcoming shows offer, including the supporting programme with its expert talks and round-table discussion groups on the future of the industry and what can be done to help shape it," explained Ms Loos. People can certainly look forward to a host of great content – and maybe make some interesting discoveries – at the world's largest tobacco products and smoking accessories show and its simultaneous sister event covering the production processes behind tobacco products, e-cigarettes, pipes and hookahs. The specific programme items will be announced at a later date.

It is now possible to register and book exhibition stands. The registration form is available for download from the [show's website](#). It can be used to book space and also includes details of equipment and trade show packages. If you wish to secure one of the coveted spaces, don't leave it too long because layout planning – which enables the sizing and positioning of exhibition stands – is set to commence on 15 February 2023.

Further information, highlights of the shows and news can be found on the show websites ([InterTabac/InterSupply](#)), on the online platform [Business Insights](#), on [LinkedIn](#) and 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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