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PRESSEINFORMATION

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CB EXPO 2024: cannabis industry to convene again in Dortmund

The Cannabis Business Expo and Conference (CB EXPO) will be returning to Dortmund from 19 to 21 September 2024. Held in tandem with InterTabac and InterSupply, CB EXPO, one of the leading events in the European cannabis industry, is a forum for the entire sector – from cultivation to end product. A large number of exhibitors are set to use this opportunity to present themselves and their product portfolios at the new location adjacent to the twin shows. The conference programme on 19 and 20 September will also see high-calibre speakers sharing valuable insights in informative presentations and master classes..

Dortmund, 15 August 2024 – Cannabis was partially legalised in Germany in April 2024 – medical cannabis no longer falls under the Narcotics Act (known in Germany as the BtMG), and home cultivation and recreational cannabis use have also been legalised. These changes have led to a real boom, both in demand and in supply. These legislative changes open up new horizons for the industry in this country, and indeed they also bring entirely new issues and challenges. This topic – together with the overall situation and future plans in other European countries – will take centre stage at CB EXPO 2024 which will also focus on the promotion of hemp as a raw material and the latest trends and challenges in the field of medicinal cannabis. Ever with an eye to the overarching goal which is to create a sustainable European cannabis industry for future generations.

Cannabis meets the tobacco industry

Unlike last year, when CB EXPO took place at the 'Kongress Dortmund' convention centre, it will be held this year in the immediate vicinity of the North Entrance complex at Messe Dortmund. The spacious exhibition area offers businesses the opportunity to present their brands, products and services outside the confines of the cannabis industry to an international audience of experts in the tobacco and next-generation products industry. This will open up new opportunities for everyone involved.

Ben Arn, Managing Director of the CB Company and organiser of CB EXPO, is looking forward to the second event in Dortmund (and the fourth event overall): "We're delighted that CB EXPO is being held in Dortmund again and that in doing so we are deepening our partnership with Messe Dortmund. The synergy with the globally recognised twin shows InterTabac and InterSupply opens up even more opportunities for businesses in both sectors, as the target audiences often overlap. Also, exhibitors can benefit from both sides' expertise in the areas of regulation, marketing, sustainability and sales, and this will of course benefit consumers as well. We're convinced that this event will help advance the industry and promote sustainable development. Our aim is to create an environment in which new business relationships are formed and the course is set for a successful future."

High levels of expertise and networking potential in the supporting programme

In addition to the growing number of exhibitors, the **CB CONFERENCE** on the first two days of the shows will feature an informative conference programme across three stages – the Main Stage, the Deep Dive Stage and the INCBA Stage. The conference will see acknowledged experts in their specialist fields sharing their knowledge and shedding light on current developments in this rapidly growing sector.

One example of this is the **Cannabis Law Conference** which is being held for the second time in collaboration with the International Cannabis Bar Association in Europe (INCBA Europe) where up to 20 top lawyers from all over Europe are awaited on 19 and 20 September. The speakers will shed light on the legal aspects of the challenges and opportunities arising from the changing regulatory environment and the resulting market developments in Europe.

Another highlight of CB EXPO are the networking opportunities. On Friday 20 September, the **CB RECEPTION** will be held between 19:00 hrs and midnight, offering the ideal opportunity for networking and dialogue between participants. The **CB AFTERPARTY** on Saturday 21 September will commence at 22:00 hrs, offering another opportunity to make contacts and see the show close in a relaxed atmosphere.

For more information, please visit the official [CB EXPO](#) website which also contains detailed information on the various [ticket options](#). One advantage this year is that CB EXPO tickets also admit the holders to InterTabac and InterSupply.

The latest information, show highlights and news surrounding InterTabac can be found on the [show's website](#), on [LinkedIn](#) and directly via [newsletter](#).

MESSE IM ÜBERBLICK**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.

CB EXPO – THE BUSINESS EXPO AND CONFERENCE FOR THE CANNABIS INDUSTRY

The next CB EXPO (Cannabis Business Expo and Conference) is being held in Dortmund between 19 and 21 September 2024 in conjunction with InterTabac, which is taking place at the same time. The dedicated CB EXPO area will feature leading businesses and exciting newcomers presenting their brands, products and services. During CB EXPO, various side events will offer space for undisturbed discussions and excellent networking. On the CB CONFERENCE stages, visitors can listen to high-calibre speakers discussing current topics and passing on their expertise in master classes. The aim of CB EXPO is to establish a sustainable European cannabis industry for future generations.

DATE:

19 – 21 September 2024

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 is aimed at everyone working 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.

KEY SUBJECT AREAS:

Cigars, cigarillos, pipes and smoking accessories, cigarette and pipe tobacco, cigarettes, cigarette papers, next-generation products, hookahs and shisha tobacco

PARTNERS:

- North Rhine Westphalia Retailers' Association, State Tobacco Association (conceptual sponsor)
- German Federal Association of Tobacco Retailers (BTWE)
- German Association of the Tobacco Industry and Next-Generation Products (BVTE)
- German Cigar Industry Association (BdZ)
- German Smoking Tobacco Industry Association (VdR)
- German Shisha Tobacco Association
- Independent European Vape Alliance (IEVA)
- Alliance for Tobacco-Free Enjoyment (BfTG)
- German E-Cigarette Retailers' Association (VdeH)
- Cigar Association of America (CAA)
- Small & Medium-Sized Tobacco Businesses (MUT)
- ProCigar – Association of Dominican Cigar Manufacturers
- Smokedex
- Cigar Smoking World Championship (CSWC)
- International Tobacco Growers' Association (ITGA)
- European Confederation of Tobacco Retailers (C.E.D.T.)
- Tobacco Asia

[Further information](#)[CB Expo](#)[Download images](#)[Tickets](#)