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## PRESS RELEASE

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### **PouchXchange: new, unique feature at InterTabac**

Event feature "PouchXchange" puts pouches and snus in the spotlight

**The tobacco industry is constantly on the move, as witness the introduction of various next-generation products (NGPs), with a large number of new products landing on the market. In this fast-moving environment, InterTabac, the world's largest trade show for tobacco products and smoking accessories, and its sister show InterSupply which covers the manufacturing processes behind tobacco products, e-cigarettes, pipes and hookahs are constantly evolving to provide information that's ever up-to-date. As a result, the trade show proposition is now being expanded to include a new, exciting feature: 'PouchXchange' which will put the increasingly popular nicotine pouches and snus centre stage at this year's twin shows.**

Dortmund, 12.06.2024 – This year's InterTabac and InterSupply between 19 and 21 September will once again feature a host of famous-name exhibitors, knowledgeable visitors and industry experts in Messe Dortmund's exhibition halls – indeed, year after year, the twin shows combine tradition and modernity, covering all relevant parts of the tobacco industry. As well as the classic segment, which includes cigars, cigarillos, cigarettes, pipes, pipe tobacco, fine cut, RYO and MYO, the other segments are also playing an increasingly important role. These include next-generation products (NGPs) such as tobacco heaters, e-cigarettes and pouches.

#### **New feature for the pouch segment**

As a result, continuous innovative developments are being applied to the programme at the twin shows, and one example of this relates to nicotine pouches, small tobacco-free pouches which are placed behind the upper or lower lip and are becoming increasingly popular as an alternative to smoking. To do justice to this development, to the growing number of exhibitors and to the increasing interest being shown in these products, the new 'PouchXchange' feature will be introduced at InterTabac 2024 – a 'Modern Oral Products Networking' party for the growing pouch and snus industry, and the first of its kind ever. At the event, which starts at 18:00 hrs on 20 September, manufacturers, suppliers, dealers and scientists will meet to

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connect, find out more about the products, make new contacts and initiate or maintain business relationships in a relaxed atmosphere complete with finger food, drinks and lounge music.

### **Big-name international support**

The show organisers have succeeded in attracting high-calibre support within the industry for the new feature. **Nicopods ehf.** will accompany the evening as **presenting partner**. Iceland's only nicotine pouch manufacturer is known for its high quality and its 'ICE' nicotine pouches which are available in a variety of flavours.

Three other major international names are involved as **key sponsors** – Indian manufacturer **Dholakia**, which in addition to nicotine pouches also offers snuff in conventional and fruity flavours, young UK-based company **Übbs**, which offers six types of pouches manufactured to pharmaceutical standards, and **Luna Corporate** from Poland, which manufactures and distributes various brands including '77 Nicotine Pouches' and vaping products.

The new event will be complemented by additional sponsors including **Thor** and Luxembourg-based **Heintz van Landewyck S.à.r.l.** as well as **N.G.P Tobacco ApS** from Denmark and **Vont** from Sweden, the country where nicotine pouches originated.

Sabine Loos, Managing Director of Westfalenhallen Unternehmensgruppe which owns and operates the Messe Dortmund venue, is convinced the new event is going to add further value for visitors to the twin shows and for the industry itself: "The growing demand for tobacco-free and smokeless alternatives opens up exciting opportunities in this growing market. PouchXchange is an innovative forum that will be a unique meeting place for all players in the world of pouches and snus products. It really is a valuable addition to the twin shows. The introduction of such a unique event feature emphasises once again that InterTabac and InterSupply are always right at the forefront of industry trends."

Secure your **[tickets](#)** for PouchXchange now and experience the future of the pouch and snus industry up close! Tickets for the twin shows are available **[here](#)**.

**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:**

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 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.

**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

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