



PRESS CONTACT
Westfalahallen Unternehmensgruppe
Nina Kupferschmidt
PR- & Content Manager
Marketing & Sales
T +49 231 1204-556
presse@intertabac.de
presse@intersupply.de

PRESS RELEASE

No. 245/2024

InterTabac and InterSupply: Interview with Sabine Loos at the end of the year

Managing Director looks back at the 2024 show and already announces a highlight for 2025

The (trade fair) year is drawing to a close and it is time to look back at 2024. InterTabac and InterSupply have been a huge success this year. For this reason, we are asking Sabine Loos, Managing Director of Westfalahallen Unternehmensgruppe which owns and operates the Messe Dortmund venue, five questions to review this year's edition and also look ahead to 2025.

Dortmund, 9 December 2024 – **Mrs Loos, the Christmas season and the turn of the year are just around the corner. So things are bound to be a lot more quiet at Messe Dortmund, right?**

Sabine Loos: 'I definitely can't agree on that. Of course, we have successfully completed InterTabac and InterSupply, our biggest event duo here at Messe Dortmund. However, these two shows in September are only the beginning of our "autumn of trade fairs". After that we have another twelve exciting fairs running until next June, that are organised by Messe Dortmund. By the way, these include **EVO NXT**, the innovative business festival in Milan next April, which is closely related to InterTabac topic-wise. On 3 and 4 April, however, the focus in Italy will be exclusively on so-called Next Generation Products.

And of course, after one show, all eyes turn to the next one. With the first registrations coming in before this year's show concluded, preparations for the 2025 edition of InterTabac have long since begun.'

For you personally, what were the highlights of this year's trade show?

Sabine Loos: 'For me, the incredible feedback on this year's show is of course one of the highlights. Not only did we have more exhibitors than ever before in the history of InterTabac and InterSupply - more than 800 -, but we also had a record number of visitors. What's more, around 94 per cent of them want to return in 2025.

Further highlights for me were the new events that we have successfully introduced. Our aim is to further develop InterTabac and InterSupply every year in order to inspire our trade

visitors again and again. For the first time, we presented the **'World Alternative Awards'** together with Alternative Magazine, which focus on the dynamic industry of Next Generation Products. We also catered to this industry with a second premiere, the modern networking platform **'PouchXchange'**.

I could go on listing more highlights – from the interesting conversations with exhibitors and visitors from around the world to the in-depth talks and workshops in the supporting programme and the numerous product premieres. But let me just give you one recommendation: Come and see the uniqueness of this trade show for yourselves next year and visit us in Dortmund from 18 to 20 September 2025.'

You already touched on this in the previous answer: InterTabac and InterSupply have broken several records in 2024. How do you explain this?

Sabine Loos: 'It is certainly difficult to sort out THE one factor of success. We are looking back on more than 40 years of InterTabac by now. That's a long time. A time in which we have been able to analyse our target group, their needs and the industry in its entirety – on both the exhibitor and visitor sides. Based on these observations, our aim is not only to meet the needs and expectations every year, but also to exceed them at best. That is why the team behind the trade show comes up with new features every year and works hard to offer visitors and exhibitors the greatest possible added value for their companies. For example, with new exhibitors, a supporting programme that addresses the latest topics and challenges, exciting events, and a well-thought-out hall concept.

I see this constant development, in which we have never moved away from the original core of the show – the classic segment –, as an absolute success factor. Of course, there are other aspects as well. These include, for example, working with important partners and associations that know best about the needs and concerns of the industry and incorporate them into the planning of the show.'

Where do you see the biggest challenges for the trade show duo?

Sabine Loos: 'I believe that the biggest challenges for the trade shows overlap with those for the tobacco industry. Because if an industry is as strongly influenced by different international regulatory frameworks as the tobacco industry, then of course this also affects its leading trade show and Messe Dortmund as the organisers.

Increasing digitalisation is certainly another one of the challenges for a trade show organiser. Even though I strongly believe that the personal encounters and conversations that a trade fair makes possible cannot be replaced by digital formats. Nevertheless, we always have to keep up with the times. For this reason, in the past years we have also worked on the websites of InterTabac and InterSupply and created an additional platform. Manufacturers

PRESS RELEASE

and industry experts can use 'Business Insights' on our website now to stay in touch, make new contacts and develop their business relationships throughout the year. This has been well received.'

Are there any highlights and events planned for InterTabac and InterSupply 2025 that you can already tell us about?

Sabine Loos: 'Of course, preparation for the 2025 edition is still in its early stages. We have already announced the first event highlight with the second edition of the 'World Alternative Awards'. What's more, the PouchXchange is also returning in 2025. This exclusive networking event was specially created for the growing nicotine pouch and snus industry. Because of the positive feedback the team is already working on new features for the event. It will take place on the evening of the first day of the trade show.

And more highlights are yet to come in the next months leading up to the show. InterTabac will surely also feature numerous events related to cigars and the classic segment in 2025 – whether educational or interactive. Our 'Cigar Pairings' and 'Blending Tutorials' in 2024 were already sold out before the start of the trade show, so we are working on the next editions. But for now I would like to wish all our partners, exhibitors and visitors a wonderful Christmas season and a happy and healthy New Year. I look forward to seeing you all again here at the Messe Dortmund in 2025!"

All the latest key information, updates and developments are available 24/7 on the [trade show website](#), [LinkedIn](#) or directly by [Newsletter](#).

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.

INTERSUPPLY – INTERNATIONAL TRADE FAIR FOR THE PRODUCTION OF TOBACCO GOODS, E-CIGARETTES, PIPES AND SHISHAS

The international trade show InterSupply sees market leaders and industry representatives from all over the world presenting their innovations in Dortmund each year. InterSupply covers all aspects of the manufacturing processes behind tobacco products, e-cigarettes, pipes and hookahs. The product and range segment offers top decision-makers, trade

visitors and employees in the tobacco industry a complete overview. InterSupply, which is held in tandem with the renowned InterTabac show, is therefore ideal for networking with regular customers, generating leads and acquiring new customers.

DATE:

18 to 20 September 2025

EVENT ORGANISER:

Messe Dortmund GmbH

PARTNERS:

- Handelsverband Nordrhein-Westfalen, Landesfachverband Tabak (conceptual sponsor)
- Bundesverband des Tabakwaren-Einzelhandels e.V. (BTWE)
- Bundesverband der Tabakwirtschaft und neuartiger Erzeugnisse e.V. (BVTE)
- Bundesverband der Zigarrenindustrie e.V. (BdZ)
- Verband der deutschen Rauchtobakindustrie e.V. (VdR)
- Bundesverband Wasserpfeifentabak e.V.
- Independent European Vape Alliance (IEVA)
- Bündnis für Tabakfreien Genuss e.V. (BfTG)
- Verband des eZigarettenhandels e.V. (VdeH)
- Cigar Association of America (CAA)
- Mittelständisches Unternehmen der Tabakwirtschaft e.V. (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

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.

TARGET GROUPS:

Market leaders, key players, manufacturers and suppliers in the tobacco industry across the world. National and international managers and specialist staff in the purchasing, production, product development, R&D, quality and management accounting disciplines.



[Further information](#)

[Download images](#)

[Images of Sabine Loos](#)

[Further information](#)