

20
24

Global New Tobacco Exhibition and Conference Blue Book



■ MAR. 2024



*This report is intended for professionals of the e-cigarette industry. minors are prohibited from this report.

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- with an average of nearly 20,000 visitors per exhibition

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MAJOR EXHIBITIONS LIST FOR 2024

- | | |
|-----|--|
| Jan | Middle East Vape Show (Bahrain)
Total Products Expo 24 (America) |
| Feb | Champs Trade Shows (America)
Vapexpro (Paraguay)
White Label World Expo (U.K.) |
| Mar | Inatronics (Indonesia)
World Vape Show (Paraguay)
Affordable Shopping Destination (America)
Alternative Products Expo (America)
Vapexpo (France) |
| Apr | EVO NXT (Spain)
ShishaMesse Frankfurt (Germany)
MIVAS (Malaysia) |
| May | EGYPT VAPE EXPO 2024 (Egypt)
The Hall of Vape (Germany)
Vaper Expo UK (U.K.)
KOVAS 2024 (South Korea)
Vapitaly - Verona (Italy) |
| Jun | Vapexpo (Spain)
World Vape Show (UAE)
ShishaMesse Sevilla (Spain) |
| Sep | ANTI EXPO 2024 (Malaysia)
InterTabac (Germany) |
| Nov | VapitalyPRO - Rome (Italy) |
- Unpublished Officially
- World Tobacco Asia (Indonesia)
 - Vape Club Show (Russia)
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MAJOR CONFERENCES LIST FOR 2024

- | | |
|-----|--------------------------|
| Feb | COP10 |
| Jun | Global Forum on Nicotine |

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1. Scale

This blue book compiles data from **42** new tobacco exhibitions worldwide in 2023

The average exhibition area* is nearly **50,000** square meters

The total number of exhibitors exceeds **14,690**

A total of **613,000** attendees participated

with an average of nearly **20,000** visitors per exhibition

(* Statistics are based on disclosed data for 14 exhibitions in terms of exhibition area, 26 exhibitions in terms of the number of exhibitors, and 33 exhibitions in terms of the number of attendees.)



≈ 50,000

Average exhibition area
(Square meters)



> 14,690

Total number of exhibitors
(units)



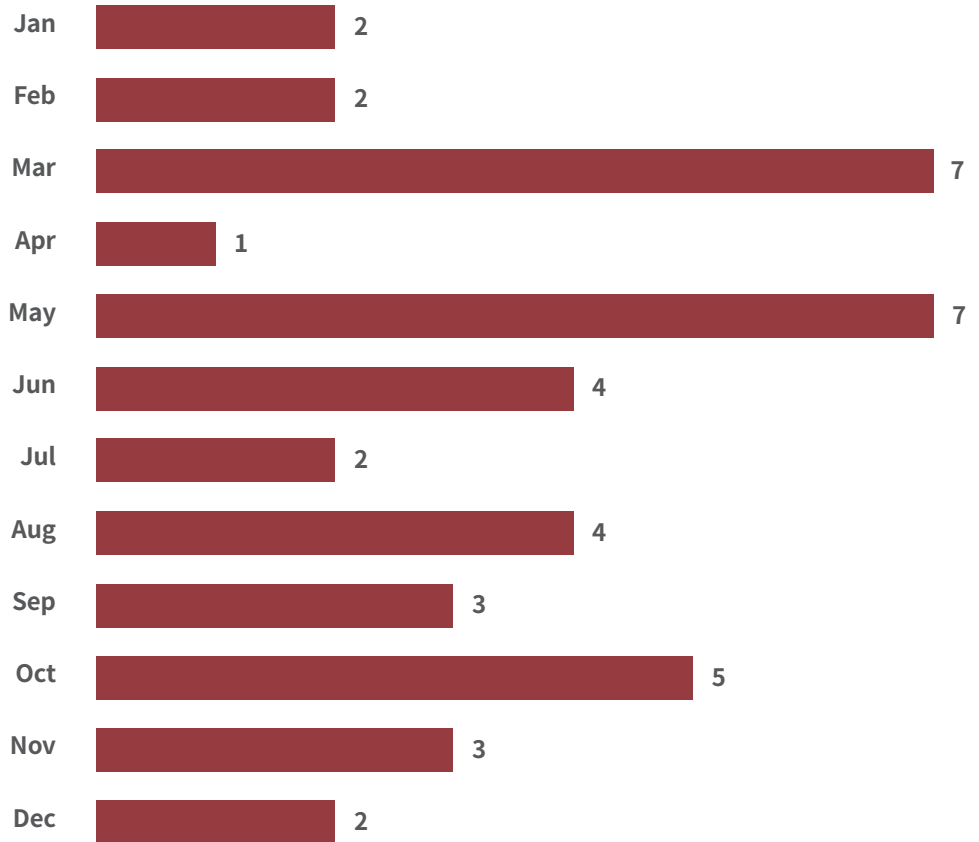
> 613,297

Total number of visits

Figure 1 Overview of 2023 Exhibitions

March, May, and October in 2023 witnessed a concentration of exhibitions, with at least **5** e-cigarette-related events held worldwide.

Number of Vape Shows by Month, 2023

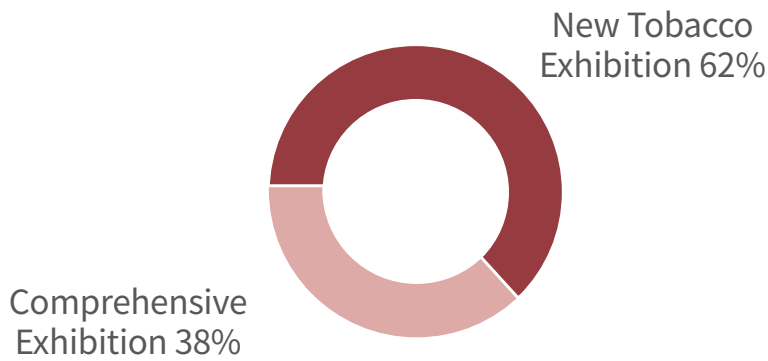


Number of Exhibitions in 2023 Categorized by Month (Data disclosed only)

2. Categorization

1 Comprehensive Exhibitions Constitute about **40%**

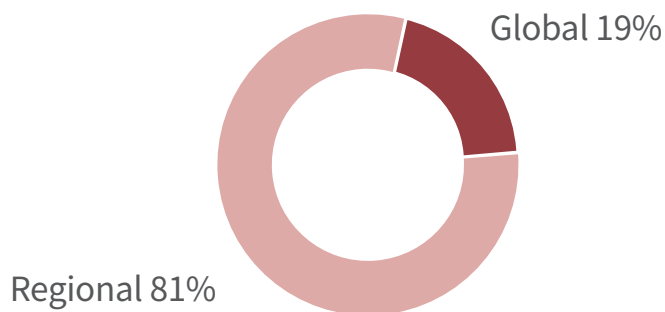
In the 2023 exhibitions, 62% were purely new tobacco exhibitions, while 38% were comprehensive tobacco exhibitions, with NTP being a part of it. Comprehensive exhibitions mostly evolved from traditional tobacco exhibitions. Emerging regional exhibitions have more distinct themes, focusing on pure NTP, and in some cases, even more precisely on the field of e-cigarettes.



Proportion of Exhibition Categories in 2023 (see details in the list)

2 Regional Exhibitions Constitute **80%**

In terms of coverage, the distribution of global and regional exhibitions roughly adheres to the Pareto Principle. 81% of the exhibitions are regional, targeting local and neighboring country and regional dealers and consumers.



Proportion of Exhibition Impact in 2023 (see details in the list)

3 Numerous Mainstream Market Exhibitions, Emergence of New Market Events

71% of the exhibitions are distributed in Europe and North America, which are also the primary markets for global e-cigarettes.

In emerging markets, regional e-cigarette exhibitions have been held in the Middle East, Venezuela, Egypt, and South Africa, providing opportunities for brands to enter local markets. Among them, the Middle East exhibition has become one of the most popular global events due to emerging market factors and geographical advantages.

Frequency of Exhibitions in Various Countries, 2023 (see details in the list)

Continent	Country	Number of Exhibitions	Total
North America	United States	8	11
	Canada	3	
South America	Paraguay	1	2
	Venezuela	1	
Europe	Armenia	1	20
	Russia	3	
	Bulgaria	1	
	Greece	1	
	Germany	4	
	Italy	2	
	France	2	
	Poland	1	
	Romania	1	
	United Kingdom	2	
	Spain	2	
Africa	Egypt	1	2
	South Africa	1	
Asia	Indonesia	4	8
	South Korea	1	
	Philippine	2	
	United Arab Emirates	1	

3. Exhibition List for 2023

Name	Number of Visitors	Comprehensive/ New Tobacco Exhibition	City	Month
Consumer Electronics Show	115,000	Comprehensive Exhibition	Las Vegas	1
Lift Events & Experiences	10,000	Comprehensive Exhibition	Vancouver	1
Total Product Expo	13,000	Comprehensive Exhibition	Las Vegas	2
ASD Marketweek	85,000	Comprehensive Exhibition	Las Vegas	2
Alternative Product Expo	10,000	New Tobacco Exhibition	Fort Lauderdale	3
Cannexpo	No official data	Comprehensive Exhibition	Toronto	3
World Vape Show	15,277	New Tobacco Exhibition	Este City	3
Expo Vape Ven	No official data	New Tobacco Exhibition	Caracas	3
EVO NXT	2,000	New Tobacco Exhibition	Malaga	3
Hookah and Vape Club Show	35,000	Comprehensive Exhibition	Kazan	3
Inatronics	20,000	Comprehensive Exhibition	Jakarta	3
Vapexpo Lyon	5,000	New Tobacco Exhibition	Lyon	4
Alternative Product Expo	10,000	New Tobacco Exhibition	Medellin City	5
The Hall of Vape	23,000	New Tobacco Exhibition	Stuttgart	5
TABEXPO	30,000	Comprehensive Exhibition	Bologna	5
Vaper Expo UK	20,000	New Tobacco Exhibition	Birmingham	5
EXPO FOOD & DRINKS	No official data	Comprehensive Exhibition	Yerevan	5
Vapitaly	7,000	New Tobacco Exhibition	Verona	5
Egypt Vape Expo	3,000	New Tobacco Exhibition	Cairo	5
Alternative Product Expo	10,000	New Tobacco Exhibition	Dallas	6
Vapexpo Spain	12,000	New Tobacco Exhibition	Madrid	6
World Vape Show	10,000	New Tobacco Exhibition	Dubai	6
Vape Club Show Moscow	No official data	New Tobacco Exhibition	Moscow	6
Mary Jane Berlin	25,000	Comprehensive Exhibition	Berlin	7

Name	Number of Visitors	Comprehensive/ New Tobacco Exhibition	City	Month
Vape Korea Expo	10,000	New Tobacco Exhibition	Gaoyang City, Gyeonggi Province	7
Lift Events & Experiences	10,000	Comprehensive Exhibition	San Francisco	8
ASD Marketweek	25,000	Comprehensive Exhibition	Las Vegas	8
IECIE	7,020	New Tobacco Exhibition	Jakarta	8
Vapecon	10,000	New Tobacco Exhibition	Pretoria	8
InterTabac	12,000	Comprehensive Exhibition	Dortmund	9
VapeXpro	7,000	New Tobacco Exhibition	Athens	9
World Tobacco Asia	2,000	Comprehensive Exhibition	Surabaya	9
Vaper Expo UK	20,000	New Tobacco Exhibition	Birmingham	10
VapeXpro	No official data	New Tobacco Exhibition	Sofia	10
VapeXpro	No official data	New Tobacco Exhibition	Bucharest	10
VapeXpro	No official data	New Tobacco Exhibition	Warsaw	10
Vapexpo France	8,000	New Tobacco Exhibition	Paris	10
VapersCom	No official data	New Tobacco Exhibition	Dortmund	11
Vape Fair	20,000	New Tobacco Exhibition	Jakarta	11
World Vape Show	10,000	New Tobacco Exhibition	Manila	11
Vape Club Show	10,000	New Tobacco Exhibition	St. petersburg	12
Philippine Vape Festival	2,000	New Tobacco Exhibition	Manila	12

Data Disclaimer: The above table is incomplete and for reference only. The above data is sourced from the official websites of the exhibitions, exhibition evaluation websites, and some figures are estimates.

Please visit 2FIRSTS Exhibition Special for more information:

www.2FIRSTS.com/topic



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In 2023,
2FIRSTS participated in **14**
exhibitions on-site



served as the official media
partner for **8** of them



conducting interviews with
nearly **400** exhibitors

The following characteristics and trends are based on 2FIRSTS' on-site reporting and research.

1. Key exhibitions remain the preferred platform for companies to launch new products, making exhibitions an industry barometer.

Manufacturers consider exhibitions as crucial opportunities to unveil new products and expand local customer bases, turning exhibitions into indicators for local markets and surrounding regions.

For example, at the InterTabac in Dortmund and Vaper Expo UK in Birmingham, over half of the companies showcased pod-system products, aligning with the European trend of “moving away from disposables” .



📍 VOOPOO poster at Vaper Expo UK, Birmingham



📍 SKE Booth in Vaper Expo UK, Birmingham



📍 PODSALT Booth in InterTabac, Dortmund



📍 InterTabac Wiip Booth in InterTabac, Dortmund

Major brands use key exhibitions as platforms for new product launches, enhancing product exposure and generating discussions through exhibition activities.

For instance, the open-system brand VAPORESSO under Smoore unveiled VAPORESSO COSS and VAPORESSO ECO NANO at WVS Dubai.



📍 Vapresso Booth at Dubai World Vape Show

Brands such as SKE and ELFBAR utilized the Birmingham VAPER EXPO UK to launch pod-system products, aligning with the trend of product iteration in Europe. For exhibitions in different regions, companies often choose “best-selling products” that have been successful in other markets, make minor adjustments, and re-release them as “Mini” or “Plus” versions.



📍 SKE booth at Vaper Expo UK, Birmingham



📍 Lost Mary Booth at Vaper Expo UK

RELX launched its e-liquid products at the Indonesia IECIE



📍 Relx Booth at IECIE Jakarta

2. Matthew Effect in Global Exhibitions: Popular Events Drawing Significant Attention

As the competition in the global e-cigarette market intensifies in 2023, the overall exhibition market prospers, but with notable differentiation.

Some exhibitions are highly popular, attracting major global brands and large distributors, with 2024 booth sales starting even before the conclusion of the 2023 exhibitions. In contrast, some events appear “quiet”, lacking high enthusiasm from exhibitors and attendees.

1 Popular exhibitions share one or more of the following characteristics:

- **Long history, rich in resources and experience from the organizers**
such as InterTabac, World Vape Show, Vapor Expo UK.
- **Located in emerging markets**
such as Middle East exhibitions, South Africa exhibitions, South America exhibitions.
- **Geographically advantageous with extensive coverage**
such as Middle East exhibitions.

2 “Quiet” exhibitions share one or more of the following characteristics:

- **A single and mature market**
as seen in Birmingham Expo in October.
- **High regional closure and severe localization protection, facing intense competition**
as seen in Indonesia and Egypt exhibitions.
- **Weak local resources from the organizers, or lacking experience in the e-cigarette industry and exhibition management, resulting in subpar outcomes.**



📍 The grand scene of InterTabac

3. More Regional Exhibitions Intensify Competition

In 2023, local exhibitions have emerged in major regional markets globally.

Compared to large global exhibitions, regional events attract more local small and medium-sized distributors and brands.

Exhibitors emphasize localization in their exhibition goals and strategies, focusing on marketing strategies and product types that highlight regional characteristics.

However, regional markets have limited capacity, and the competition among multiple exhibitions in the same market can lead to a decline in their attractiveness, as seen in the Indonesian market. Regional exhibitions place higher demands on organizers.

On one hand, organizers need the capability to attract major brands to participate; on the other hand, they need the ability to draw the participation of regional distributors. Particularly for new regional exhibitions, there is a challenge of insufficient exhibitors and participants.



📍 The grand scene of Dubai World Vape Show (worldvapeshow.com/dubai)

4. Exhibitions: Vulnerable to Enforcement, Policy Risks in Emerging Markets

As the e-cigarette market rapidly expands, countries are increasing regulatory efforts. Due to numerous issues in customs clearance for e-cigarette exhibits, drawing "special" attention from regulatory agencies, multiple exhibitions have witnessed on-site enforcement by law authorities.

Additionally, the unclear picture of vaping policies in emerging markets pose more challenges to organizing exhibitions in these regions. Organizers may have to cope with the risk of postponement or cancellation due to adjustments in regulatory policies.



 German customs conducted on-site inspections at the Stuttgart Vape Expo

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2023 InterTabac

1. Background

Founded in 1978, InterTabac is one of the largest and oldest tobacco and nicotine industry events in Europe and globally, attracting significant attention worldwide.

InterTabac is held by Messe Dortmund GmbH, a fully owned subsidiary of Dortmund. The company hosts approximately 20 major exhibitions annually, covering various sectors such as tobacco, finance, insurance, animals, fashion, molds, construction, and food.

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.

Messe Dortmund GmbH is responsible for operating the main exhibition areas of the Westfalenhallen Dortmund conference center, one of the four major trade fair venues in North Rhine-Westphalia, Germany. It hosts over 9,000 exhibitors participating in more than 60 trade fairs each year and organizes trade fairs in Europe and globally.

Messe Dortmund GmbH's business includes trade fair development, conceptualization, organization, and implementation. It is recognized as a collaborative partner by associations, organizations, exhibitors, visitors, and guest organizers working in the Dortmund Exhibition Center.

2. Overview

From September 14 to September 16, 2023, the InterTabac tobacco exhibition took place in Dortmund, Germany. The event was massive, with over 700 companies showcasing the latest achievements in traditional tobacco, new tobacco, and the supply chain.

More than 130 e-cigarette companies participated, including nearly 40 Chinese e-cigarette exhibitors and 29 non-Chinese brands. The exhibitors included well-known brands like Airscream from the UK, BAT (Germany), Global Tobacco LLC from the United States, X Bar from France.

Over 40 distributors attended the event, representing 10 countries, including Germany, the UK, the United States, and the UAE. These distributors brought more than 100 brands to the exhibition.

During the event, forums were held, inviting experts and business professionals to discuss the regulatory framework and market trends for e-cigarettes in Europe and globally.



Overview of InterTabac 2023

3. Advantages

1 Long history: Europe's largest comprehensive tobacco exhibition

The exhibition has been held for 42 sessions, with a long history. It covers various industries, including cigars, traditional tobacco, e-cigarettes, HTP, CBD, nicotine pouches, water pipes, and more. The exhibition has a wide coverage, attracting participation from various tobacco enterprises worldwide.

2 Featuring 4 major tobacco companies and mainstream new tobacco enterprises

InterTabac attracts participation from the world's four major tobacco companies: Philip Morris International (PMI), British American Tobacco (BAT), Japan Tobacco International (JTI), and Imperial Brands (IMB). It also includes well-known brands such as ELFBAR, SKE, Relx, HQD, FLONQ, and more. Participating enterprises have a significant impact.

3 Well-planned activities with great value for exhibitors

Leveraging the rich experience of the organizer Messe Dortmund GmbH, InterTabac includes various industry forums during the same period. It invites experts from various fields such as policy, industry, and technology for exchanges and interactions. 2FIRSTS was also invited to deliver a keynote speech and presented in forum sessions.



2023 World Vape Show Dubai

1. Background

The World Vape Show (WVS) Dubai is the only international e-cigarette expo in the Middle East, providing an unparalleled opportunity for the e-cigarette community to gather, exchange, and conduct business. In 2021, WVS connected hundreds of manufacturers and suppliers with thousands of global trade professionals, including retailers, wholesalers, distributors, and consumers, opening new gateways. In 2023, WVS is preparing to host an even larger and better event!

The organizer of Dubai WVS, Quartz Business Media, was established in 2009. It is a B2B exhibition and conference organizer, also a publisher of market-leading magazines and directories.

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.

Quartz holds nearly 20 annual exhibition events worldwide, covering various fields and centering around tobacco products. In addition to public exhibitions, Quartz also operates business lines such as closed-door procurement manager meetings, creating brand influence in both B2B and B2C sectors.

2. Overview

This exhibition attracted retailers, distributors, and wholesalers from 88 countries, with over 1,000 brands and products showcased. The participating brands include iMiracle, Smoore, RELX, FirstUnion, HQD, Innokin, ALD, Zinwi Bio, Hongfu Bio, China Boton Group, JoyeTech, Geekvape, ZOVOO, Hosto Logistics, and many more. Each booth design is unique. The exhibition also saw numerous dealers from the United States, Europe, the United Kingdom, and Russia in attendance.

3. Advantages

① Based in Emerging Market, with Global Reach

Duba i WVS's prosperity in 2023 can be seen as the rise of a new global e-cigarette exhibition, filling the void left by the termination of the Shenzhen e-cigarette Exhibition in 2021 due to regulatory reasons.

Several factors contribute to Dubai WVS's success:

- The Middle East, as an emerging market, offers significant potential, attracting attention in recent years.
- Dubai's strategic location at the crossroads of Europe and Asia allows it to reach vast markets, including the Middle East, Eastern Europe, Western Europe, and even America.
- Dubai's convenient entry policies, superior air transport conditions, and mature exhibition industry greatly facilitate exhibitors and attendees.
- Dubai maintains a relatively open attitude towards tobacco, providing convenience for tobacco-related advertising.

2 Abundance of Exhibitors and Distributors

Due to Dubai WWS's advantageous location, numerous renowned global e-cigarette brands and distributors have joined, enhancing its influence. Participants include:

- ANDS, a well-known distributor from the UK
- MY VAPERY, a prominent distributor in the Middle East
- International biotech companies like Alchem Europe, Ennature Biopharma, Flavorart, Liquideo, China Boton Group, Zinwi Bio, Hongfu Bio, and Hangsen Technology
- Popular e-cigarette brands such as ELFBAR, RELX, Sikary, Vapes Bars, Yuoto, Uwell, Voopoo, and more.



Total Product Expo 23

1. Background

TPE is the largest tobacco exhibition in the United States and the entire Americas region, held annually at the Las Vegas Convention Center. TPE serves as a barometer for the tobacco sales industry in the Americas, reflecting new trends in the North American tobacco industry. The exhibition covers a wide range of products, including cigarettes, cigars, smoking accessories, e-cigarettes, tobacco, and smoking essences.

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



Overview of TPE 2023 Las Vegas Total Product Expo

2. Overview

The exhibition took place from January 31 to February 2, with 509 manufacturers participating, including 30 distributors and 85 e-cigarette brands, constituting approximately 16.7% of the total exhibitors. Notable e-cigarette companies such as Smoore, Elfbar, ZOVOO, FirstUnion, and Innokin were among the participants.

The organizer, Tobacco Media Group (TMG) is a powerful global brand that places the needs, concerns and stories of the tobacco, vapor and alternative industries in the context of the world we live in today, focusing on the challenges faced by all levels of the tobacco business from the manufacturers down to the retailers and consumers, and offers timely and valuable solutions to their problems and concerns. TMG has created various platforms—including publications, digital media, and an expansive trade show—to serve as a voice to the tobacco, vapor and alternative industries. As part of Kretek International, Inc., TMG offers businesses unique solutions to their needs, from expanded distribution through Phillips & King and its Price Kutter publication, new customer outreach in print and online advertising through Tobacco Business, and direct-to-customer networking and selling opportunities with the annual TPE Show.

3. Advantages

① Rich History and Massive Scale

TPE boasts a deep history, attracting numerous exhibitors.

The exhibition features a diverse range of products, emphasizing innovation and showcasing characteristics of the North American market. It helps exhibitors enhance their visibility in the U.S. market and provides attendees with the latest dynamics of the American tobacco market.

TPE attracts a wealth of dealer resources, contributing to the high quality of exhibitors.

② Exclusive Key Timing at the Beginning of the Year

TPE is held at the end of January and the beginning of February, making it the earliest global exhibition each year. Given its timing during the New Year holidays and the Chinese Spring Festival, it stands out as a unique event with fewer concurrent exhibitions.

③ Prime Location in Las Vegas

Being situated in Las Vegas, a hub for exhibitions, TPE benefits from the well-developed exhibition industry, concentrated foot traffic, and professional and standardized exhibition processes. The proximity to other notable events like CES and Champ adds to its strategic location.

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Tips For Exhibitors

1. Target Regional Exhibitions Strategically

In 2024, the influence and role of regional exhibitions are expected to increase.

These exhibitions often focus on serving small-scale channels and local markets, making them more attractive to small and medium-sized enterprises and distributors. The strong local foundation of organizers helps exhibitors establish closer business relationships with the local market.

2. Balance Participation in Comprehensive and Specialized Exhibitions

Comprehensive exhibitions tend to have larger scales and attract more visitors but may lack vertical focus. They are suitable for exhibitors with a certain brand influence and budget support.

Specialized exhibitions have smaller scales, target specific niches, and offer a higher return on investment, but may have more concentrated audiences and intense competition.

3. Diversify Promotion Strategies, Strengthen Brand Operation

Align with the core demands of the e-cigarette consumer base. Employ multi-sensory and diverse promotional materials and content to capture attention and increase brand exposure during the exhibition.

Emphasize diversified promotion while optimizing media resource allocation for both B2B and B2C directions to enhance the effectiveness of resource investment.

Top Brands should focus on comprehensive brand operations. Integrate brand spirit into event design, promotion, and other aspects to establish recognition and consumer loyalty.

4. Emphasize Promotion

For many companies, participation in the exhibition is the primary goal. Post-exhibition promotion is worthy of attention as it extends the impact of the exhibition effectively, ensuring sustained brand exposure and increasing the probability of being noticed by distributors.

5. Highlight Product Selling Points and Cost-Effectiveness

Given the intense global market competition, it's challenging to attract the attention of distributors with homogeneous products. Therefore, when preparing exhibition products, choose items with unique selling points and achieve "bestsellers" through cost-effectiveness, maximizing the willingness of distributors to cooperate.

6. Prioritize Compliance Risks, Assess Organizer Qualifications

With increasing regulatory scrutiny on e-cigarette exhibitions, exhibitors should learn about the regulatory requirements of the destination market and ensure the compliance of exhibited products.

When selecting exhibitions, especially new exhibitions in emerging markets, the background and organizational capabilities of the organizers should be comprehensively assessed. Local policy risks should be considered to avoid unforeseen events.

Tips for Organizers

1. Combine Exhibition, Forum, and Events as Standard to Generate More Content Value

For large-scale exhibitions, the combination of exhibition, forum, and events has become a standard model. While the exhibition primarily serves the functions of product display and customer expansion, forums provide opportunities for industry exchanges, understanding policies, and market dynamics. Events such as award ceremonies and receptions create opportunities for intimate networking, further enhancing the brand promotion and customer expansion value of the exhibition.

The holding of forums and events provides rich content for the exhibition, expands the dissemination effect of the exhibition and enhances its influence.

2. Highlight Exhibition Features, Create Greater Value for Exhibitors

The competition for exhibitions in 2024 will be more intense. Exhibitors and attendees will be increasingly attracted by outstanding exhibitions, while some exhibitions may face greater challenges due to a lack of distinct features.

Organizers should focus on "effectiveness," further discover the exhibition's characteristics, such as regional advantages, dealer advantages, and category advantages, to increase the uniqueness and attractiveness of the exhibition.

For smaller exhibitions, consider shifting strategies from public exhibitions to private seller-buyer matchmaking events.

3. Provide Compliance Guidance for Exhibitors

Given the uniqueness of e-cigarette products, organizers should offer detailed compliance guidelines and operation manuals. Establish specialized working groups to assist companies in completing local compliance operations.

Ensure that exhibitors understand and comply with local and industry regulations, covering aspects such as product display, sales, promotion, and product specifications, to avoid legal issues.

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In 2023, three significant conferences deserve attention:

GFN

Jun 2023
Warsaw
Poland

GTNF

Sep 2023
Seoul
South Korea

AHRF

Oct 2023
Manila
Philippines

All three conferences focus on **tobacco harm reduction** and **scientific regulation**, exploring the establishment of **a regulatory framework for e-cigarettes**.

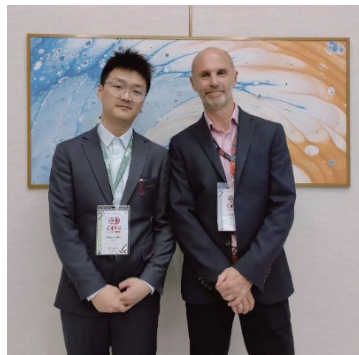


📍 GFN Exhibition Speech Scene

GFN (Global Forum on Nicotine)



📍 GFN Exhibition Speech Scene



📍 Editor-in-Chief of 2firsts.com, Ellesmere Zhu, interviewed Dr. Ian Fearon, Chief Scientist at McKinney Regulatory Science Consulting

GFN 2023 was held in Warsaw, Poland, in June 2023. The theme was "Tobacco Harm Reduction - The Next Decade."

GFN is the only international forum dedicated to safer nicotine products, covering areas such as e-cigarettes, nicotine pouches, oral tobacco products, and HTPs. The conference aimed to review the challenges and successes of tobacco harm reduction alternatives (THR) over the past decade. It sought to identify future priorities in collaboration with advocates, scholars, scientists, policymakers, manufacturers, and distributors.

Main Topics:

Topic Name	Topic Type	Spokesperson Name	Organization
The role of nicotinic systems in brain disorders	Health	Paul Newhouse	the Vanderbilt Center for Cognitive Medicine (VCCM) in the Department of Psychiatry and Behavioral Sciences at Vanderbilt University Medical Center
Reducing the environmental impacts in tobacco harm reduction	Environment, Harm reduction	Alex Wodak	the Australian Drug Law Reform Foundation
Regulation case study - Philippines	Regulation	Peter Dator	Vapers PH
Regulation case study - Australia	Regulation	Colin Mendelsohn	Australian Tobacco Harm Reduction Association
Regulation - the global picture	Regulation	Will Godfrey	Filter (https://filtermag.org)
Tobacco harm reduction advocacy 101	Harm reduction	Heneage Mitchell	Tobacco Asia

Main topics and speakers of GFN

Talking Nicotine: Perception vs. Reality



GTNF

(Global Tobacco & Nicotine Forum)



📍 Editor-in-Chief of 2firsts.com, Ellesmere Zhu, interviewed Dr. Brian King, Director of the FDA Center for Tobacco Products in the United States.

GTNF 2023 took place in Seoul, South Korea, 2023. The theme was "Change the conversation. Change the outcome."

GTNF 2023 brought together representatives from regulatory authorities worldwide, entrepreneurs, experts, scholars, and media to explore the future development and innovation of the tobacco and nicotine industry from perspectives such as technology, harm reduction, and regulation.

Participating Companies: Industry-leading companies such as Altria, BAT, ANDS, BMJ, JUUL Labs, Smoore, JTI, RELX, Reynolds, attended the conference as partners.

Main Topics:

Topic Name	Topic Type	Spokesperson Name	Organization
Vaping Making Life Better	Technology, Harm reduction	Eve Wang	Smoore
Changing the Conversation about Illegal Trade	Regulation	Julian Cheung	JTI Asia Pacific
Tobacco Product Regulation in the United States	Regulation	Brian King	FDA CTP
A Research and Innovation Update on NGPs	Technology	Mohammed Agrabawi	ANDS
Pathways to Sustainability	Harm reduction	Christopher Fleury	Regulatory affairs research at Ipsos
Talking Nicotine: Perception vs. Reality	Harm reduction	David Sweanor	the University of Ottawa

Main topics and speakers of GTNF



ASIA HARM REDUCTION FORUM 2023

📍 AHRF

AHRF (Asian Harm Reduction Forum)

AHRF 2023 took place in Manila, Philippines, in October 2023.

AHRF serves as a non-profit interdisciplinary organization that empowers individuals, communities, and governments to make informed health-related decisions. Through the exchange of information, discussions, and a supportive environment, AHRF encourages the integration of harm reduction into health policies and planning. Its mission is to promote and protect overall public well-being.

Main Topics:

Topic Name	Topic Type	Spokesperson Name	Organization
The importance of consumer engagement and why the WHO must listen to the most affected stakeholders	Regulation	Martin Cullip	Blogger/Freelancer
LATAM: Current situation of Harm Reduction for People Unable or Unwilling to Quit Smoking	Harm reduction	Jeffery Zamora	Asovape Costa Rica

Main Topics:

Topic Name	Topic Type	Spokesperson Name	Organization
Breaching the Gap in Harm Reduction Knowledge, Advocacy and Policy	Harm reduction	Suely Castro	the Knowledge-Action-Change Foundation
India as the Largest Battleground between THR Advocates and Prohibitionists in the World	Regulation	Jagannath Sarangapani	
Regulate Not Ban: A Healthcare Perspective	Regulation	Rohan Sequeira, MD	Jaslok Hospital, St. Elizabeth Hospital, S.L. Raheja Hospital, Holy Family Hospital, and Breach Candy Hospital
Ethical Considerations in Harm Reduction	Harm reduction	Dr. Pacifico Calderon	the Professionalism, Medical Ethics, and Humanities Department of SLMCCM-WHQM

Main topics and speakers of AHRF

Please visit 2FIRSTS Exhibition Special for more information:

www.2FIRSTS.com/topic 

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- 3 EXHIBITION CASE STUDIES P25
- 4 EXHIBITION RECOMMENDATIONS FOR 2024 P35
- 5 2023 CONFERENCE OVERVIEW P39
- **6 MAJOR EXHIBITIONS LIST FOR 2024** P47
- 7 MAJOR CONFERENCES LIST FOR 2024 P75



Middle East Vape Show

New Tobacco Exhibition

Regional



Expo Introduction:

MEVS will serve as a centralized location for the newest vaping goods and innovations from around the globe. a one-stop shop for liquids, gear, and the vaping subculture. MEVS B2B will feature both international and domestic brands and is committed to the development of the industrial and exhibition sectors. In order to create a consumer-targeted exhibition, we enriched the experience and gave the global vape culture a deeper significance. to expand the marketing and improvement of imported and exported vaping products in a wider range of consumer markets.

MEVS will get exhibitors through the Bahrain and Saudi Arabian vape market, which the main purpose is to expand the market influence right in the heart of GCC, MEVS 2024 will also be the information hub of all policy regarding vape products and how the government support this industry in Bahrain and KSA. MEVS 2024 will invite big brands from Bahrain and Saudi Arabia so they can play a major role in the event both as buyer and seller. Manufacturers, suppliers, distributors, retailers, trade visitors, business entrepreneurs, and consumers will be brought together with a professional yet enjoyable way to support the growing vape industry in the Gulf.



Official Website:

<https://mevs-expo.com/>

2024
January 18-20
Sakhir
Bahrain

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



Total Products Expo 24

Comprehensive Exhibition

Regional | Sponsor: **Tobacco Media Group (TMG)**



Expo Introduction:

Total Product Expo is the highly-anticipated premier B2B trade show that brings manufacturers, distributors, and independent retailers together under one roof. TPE provides a unique opportunity for companies to exhibit their latest offerings, connect with thousands of buyers, network with industry professionals, and capture sales to start the year off strong.



Sponsor Introduction:

TMG is more than a name, it's an experience. TMG is a powerful global brand that serves as a unique voice and proponent of the premium tobacco, vapor, CBD and alternative industries and the men and women who work in it. TMG places the needs, concerns and stories of the tobacco, vapor and alternative industries in the context of the world we live in today, focusing on the challenges faced by all levels of the tobacco business from the manufacturers down to the retailers and consumers, and offers timely and valuable solutions to their problems and concerns. TMG has created various platforms—including publications, digital media, and an expansive trade show—to serve as a voice to the tobacco, vapor and alternative industries.

2024

January 31-
February 2

Las Vegas
America



Recommendation:

(Companies planning to enter or already present in the U.S. market are recommended to participate.)

The Total Product Expo (TPE) is the largest tobacco and e-cigarette industry trade show in the United States, attracting numerous leading brands, supply chain manufacturers, distributors, and enthusiastic consumers. As a comprehensive exhibition with a wide coverage, the TPE not only showcases innovative products and technologies in the tobacco and e-cigarette sectors but also wields significant influence over the U.S. market and other global markets.

The TPE provides exhibitors with opportunities to interact with top industry enterprises, professionals, and users. It serves as a platform for understanding market trends and industry dynamics, as well as an ideal venue for establishing business collaborations and expanding market influence.



Official Website:

<https://totalproductexpo.com/>

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*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



THE PREMIER COUNTERCULTURE B2B EXPO SINCE 1999

LAS VEGAS, NEVADA
FEB 14TH TO 17TH 2024

Champs Trade Shows

Comprehensive Exhibition

Regional | Sponsor: **Community Health Association of Mountain/Plains States (CHAMPS)**



Expo Introduction:

The CHAMPS trade show provides a platform for businesses of all types including smoke shops, vape shops, dispensaries, 420 counter culture stores, adult novelty stores, convenience stores, online marketers, brands, entrepreneurs, glass blowing manufacturers and counter-culture industry professionals, the fair provides these businesses with the opportunity to develop and gain access to current knowledge and products.



Sponsor Introduction:

The mission of the Community Health Association of Mountain/Plains States (CHAMPS) is to provide opportunities for education and training, networking, and workforce development so that Region VIII (Colorado, Montana, North Dakota, South Dakota, Utah, Wyoming) Community Health Centers can better serve their patients and communities.



Official Website:

<https://champstradeshows.com/shows/>

2024
February 14-17
Las Vegas
America

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



Vapexpro

New Tobacco Exhibition

Regional | Sponsor: **ACCK Limited**



Expo Introduction:

VAPEXPRO continues to grow into a world-renowned event and is now bigger, better, a "must vape convention" in Eastern Europe and the only established event in the Balkans. We work hard to create an exhibition that works for all exhibitors, trade visitors, and consumers, combining the right mix of professionalism, entertainment, retail, and B2B. As the vaping industry continues to grow, so make the demand for events like Vapexpro.

2024
February 24-25
Paraguay



Sponsor Introduction:

ACCK Limited was founded by the directors of Live Ace Group. Live Ace Group is an entertainment industry company founded in 2007. In 2017, LAG founded the exhibition brand VAPEXPRO and held B2B exhibitions for the e-cigarette industry across Europe. ACCK Limited will expand its own brand and provide services to innovate industries by creating new marketing opportunities.



Official Website:

<https://vapexpro.com>

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.

White Label World Expo

Comprehensive Exhibition

Global | Sponsor: Fortem International



Expo Introduction:

From product sourcing to online selling, White Label World Expo is the ultimate destination for online retailers & sellers, start-up businesses, entrepreneurs who want to take their business to the next level. The show is an unmissable opportunity that connects thousands of professionals with white & private label goods suppliers and manufacturers!



Sponsor Introduction:

Fortem are based globally with offices across the globe and run over 35 events across sectors including e-commerce, technology, disaster relief, retail, leisure, farming, hospitality, food & drink and much more. We consist of four rapidly expanding international businesses that collaborate with one another to execute world leading, award winning trade shows. Each one has its own experienced senior management team, specialist event teams in an international network of offices. Our rapid growth has accelerated into 2021 and our first wave of new offices have already opened in London, Singapore, and Las Vegas with more to follow shortly.



Official Website:

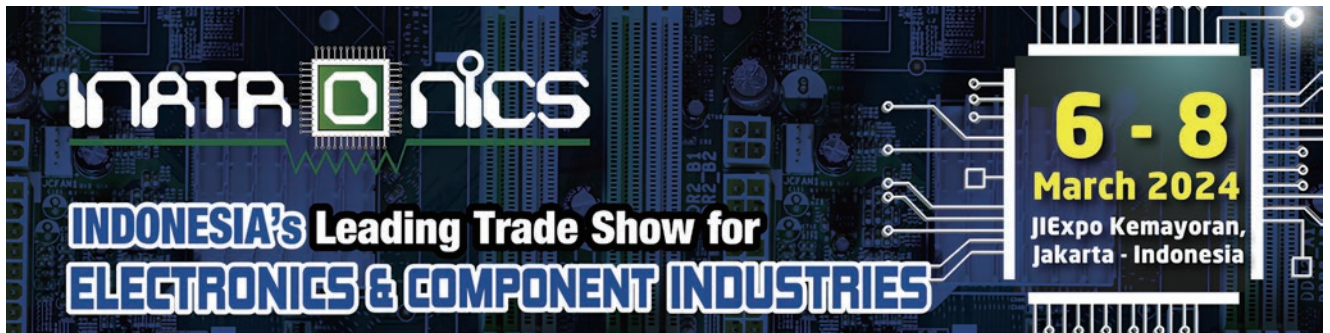
<https://www.whitelabelexpo.com/>

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.

2024
February 27-28
London
U.K.

2024
May 8-9
Las Vegas
America

2024
May 30-31
New York
America



Inatronics

Comprehensive Exhibition

Regional | Sponsor: **GEM Indonesia**



Expo Introduction:

Indonesia's leading international trade show for electronics manufacturing, serving as an annual gathering and market place for international suppliers to showcase their latest electronics technologies, processes, systems and methods to all sectors of the Indonesian and regional electronics manufacturing industry



Sponsor Introduction:

To become the leading for organizing international trade shows and exhibition in Indonesia.

GOAL and OBJECTIVES: To set the benchmark for high quality b2b exhibitions in Indonesia.

To deliver the world-class trade show in Indonesia.

To help our clients penetrate and develop domestic or overseas markets.



Official Website:

<http://www.inatronics-exhibition.net>

2024
March 6-8
Jakarta
Indonesia

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



World Vape Show

New Tobacco Exhibition

Regional | Sponsor: Quartz Business Media LTD



Expo Introduction:

The World Vape Show, launched in September 2021, was the first international vape expo and conference in the UAE, and one that proved to be a BIG hit. It provided global manufacturers and suppliers a unique opportunity to showcase hundreds of products to thousands of international retailers, wholesalers, distributors, and consumers in Dubai. Now, the WVS brand has expanded and developed to become the fastest growing vape event in the world with events in the UK, UAE, South America and Asia.



Sponsor Introduction:

A leading organiser of B2B exhibitions and conferences and a publisher of market-leading magazines and directories, Quartz Business Media has conceptualised, developed and launched some of the most respected live events and publications in the world, truly supporting the industries that they serve. We organise industry-leading international exhibitions and conferences and publish market-leading magazines and directories. The business-to-business (B2B) industries we work in include aluminium, cleaning, glass, oils & fats, steel and tobacco.

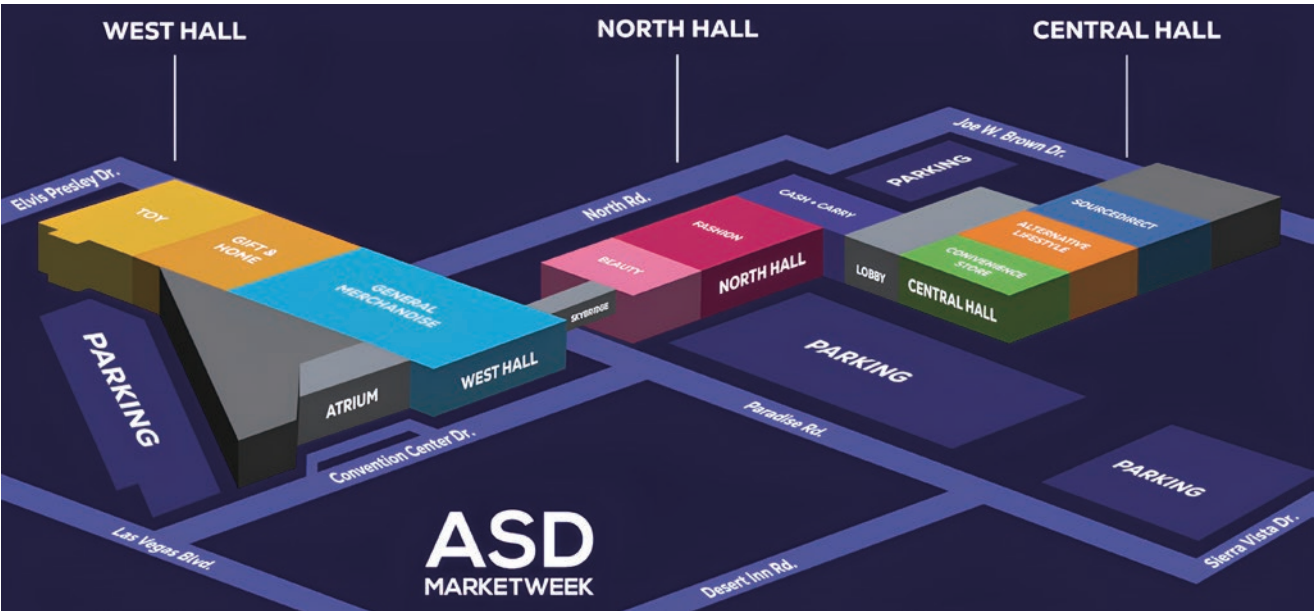


Official Website:

<https://worldvapeshow.com/paraguay>

2024
March 8-9
Ciudad del Este
Paraguay

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



Affordable Shopping Destination

Comprehensive Exhibition

Regional | Sponsor: Emerald Expositions

2024
March 10-13
Las Vegas
America



Expo Introduction:

Founded in 1950, ASD is the largest consumer goods exhibition in North America, held annually in Las Vegas in spring and autumn. ASD brings together consumer goods and gifts, including home furnishings, kitchen supplies, electronics, outdoor products, and more. It is a B2B exhibition with global exhibitors, attracting buyers and distributors from around the world.



Sponsor Introduction:

Emerald Expositions is an event and media consulting service company located in Arizona. Every year, it connects over 1.9 million customers through 142 events and 16 media assets, mainly serving the fields of design, decoration and processing, food, home furnishings, gifts and daily necessities, industry, luxury, outdoor sports/technology advertising and marketing.



Official Website:

<https://asdonline.com>

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



Alternative Products Expo

Comprehensive Exhibition

Regional | Sponsor: ZJ Events LLC



Expo Introduction:

Alt Pro Expo is the ultimate event for anyone in the counterculture industry. Connect with top manufacturers, explore the latest trends and innovations, and take advantage of exclusive show discounts in a fun and exciting atmosphere at the largest counterculture & vape trade show.



Recommendation:

(Companies planning to enter or seeking to understand the Southeastern U.S. market are encouraged to exhibit.)

The Alt Pro Expo (APE) features many e-cigarette enterprises; however, given that America's largest tobacco show, TPE, just ended in January, the APE held in March may experience relatively lower visitor enthusiasm due to the short interval between events. Therefore, it's not highly recommended for companies that have already attended the TPE to exhibit.

Nonetheless, for those aiming to break into the U.S. market or needing to gain in-depth insights into the Southeastern U.S. market, it's advisable to take part in the APE. It offers a unique opportunity for exhibiting companies to lay a solid foundation for business expansion by connecting with new potential customers, establishing relationships, and understanding market trends.



Official Website:

<https://altproexpo.com/>

2024
March 14-16
Miami
America

2024
May 18-19
Medellin
Columbia

2024
June 20-22
Houston
America

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



Vapexpo

New Tobacco Exhibition

Regional



Expo Introduction:

Since its first edition in March 2014 in Bordeaux, Vapexpo has been growing and developing more and more.

It's been already seven years that Vapexpo has been organizing the most astonishing Vape shows in France and abroad. Federate & professionalize the world of vape are the key words of Vapexpo! Vapexpo wishes to contribute to the promotion of a "public utility service": the Vape.Vapexpo produces the French documentary "Beyond the Cloud" which analyzes the phenomenon of e-cigarettes in our society. Our exhibitions host the "Newcomers Corner" which gives young French companies access, at competitive prices, to all the major players.

2024
March 23-25
Paris
France



Recommendation:

(Keep an eye on policy changes and make cautious decisions about participation.)

Due to France's ban on disposable e-cigarettes passed in December 2023, it is expected that by mid-2024, the French market will no longer allow the sale of disposables. If you have entered or plan to enter the French market, it is advisable to closely monitor policy trends and flexibly adjust your product strategy. When considering participation in exhibitions, it is recommended to consider adjusting your products to pod-system or open-system in adaptation to regulatory changes.

Furthermore, given that France has many e-liquid companies, it is highly likely that the exhibition will include a rich variety of e-liquid enterprises. Therefore, it is advisable for those in the e-liquid raw material supply chain to actively participate to expand cooperation opportunities and deepen industry networks.

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



Official Website:

<https://vapexpo-france.com/en/home-2/>



EVO NXT

Comprehensive Exhibition

Regional | Sponsor: **Messe Dortmund GmbH**



Expo Introduction:

Beyond conventional trade show offerings – exclusively for the NGP industry! An innovative business festival and with a unique mix of information and entertainment, EVO NXT offers everyone the perfect platform for joining forces and driving change in the industry. In its four zones, EVO NXT is not only going to provide a comprehensive overview of all the latest trends and innovations in the world of NGP, it will also offer exhibitors and visitors all the benefits modern live communications have to offer, with industry experts and big-name speakers providing key inspiration to this young industry in the form of gripping keynote talks, summits, workshops and panel discussions. Selected businesses will also be presenting a range of innovations and offerings in various different stage settings.



Official Website:

<https://www.evo-nxt.com/>

2024
April 5-6
Malaga
Spain

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



ShishaMesse Frankfurt

Comprehensive Exhibition

Regional | Sponsor: **Projekt20drei10 GmbH**



Expo Introduction:

ShishaMesse Frankfurt Messe is the largest and premier electronic cigarette and hookah exhibition. It has become a major European event in the German hookah and e-cigarette industry, occupying an important position in the European e-cigarette and hookah market.



Sponsor Introduction:

A marketing, consulting, and event agency that has held multiple exhibitions in the hookah, e-cigarette, and CBD industries in Frankfurt, Berlin, Seville, New York, and Miami. It is also one of the largest suppliers of hookah tobacco to gas stations, grocery stores, and kiosks in Germany.

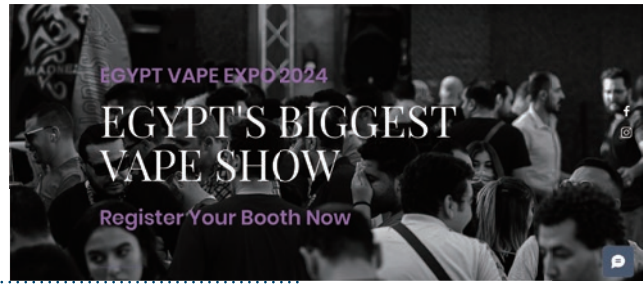


Official Website:

<https://shishamesse.de/en/frankfurt>

2024
April 26-28
Frankfurt
Germany

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



MIVAS

New Tobacco Exhibition

Regional



Expo Introduction:

As Asia Leading Global Vape Summit, with a huge success on the last 5 MIVAS, we believed that vape scene in Malaysia as well nationwide have improved, increase of demand and part of life style.

With this upcoming MIVAS X, it will be another chance to all the business users to over-stand in our platform by sharing and expanding your brand to world wide.



Official Website:

<https://www.mivasmalaysia.com>

2024
April 27-28
Seri Kembangan
Malaysia

EGYPT VAPE EXPO 2024

New Tobacco Exhibition

Regional



Expo Introduction:

Egypt Vape Expo is the premier event for the vaping community in Egypt and the surrounding region. We are dedicated to bringing together the best and brightest in the industry to help educate, inform, and share knowledge and experiences. At Egypt Vape Expo, you will have access to the industry's top suppliers and manufacturers, as well as cutting-edge technology, products, and services.



Official Website:

<https://www.egyptvexpo.com/>

2024
May 2-4
Cairo
Egypt

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



The Hall of Vape

Comprehensive Exhibition

Global | Sponsor: **IRAKLIS SIMEONIDIS EVENTMANAGMENT E. K.**

2024
5.6~5.7
Stuttgart
Germany



Expo Introduction:

Leading exhibitors within the e-cigarette industry from all over the world are looking forward to thousands of trade visitors and end users at the most important e-cigarette trade fair in Germany.

The Hall of Vape will once again be the largest and most detailed e-cigarette trade fair of its kind in Europe. Visitors will have the unique opportunity to marvel at a unique exhibition all about e-cigarettes, liquids and accessories and, of course, an incredibly large variety of products to try.



Official Website:

<https://www.the-hall-of-vape.de/en/>

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



Vaper Expo UK

New Tobacco Exhibition

Regional | Sponsor: **4ward Events LTD**



Expo Introduction:

The Vaper Expo UK is recognised as the largest and most important vaping event in Europe and is considered to be the must-attend expo for all UK, European and International manufacturers, suppliers and distributors. We are proud to introduce and unite leading key players from within the industry, to act as the premier platform for launching new products and services, and serve as the central European hub for the vaping industry.



Recommendation:

(It is recommended for e-cigarette companies that are planning to enter or have already entered the European market to exhibit.)

The Vaper Expo UK is one of the most important e-cigarette exhibitions in Europe and receives considerable attention from the industry. The UK e-cigarette market is not only the second-largest globally, following the US, but also the largest in Europe. The product forms and market trends of this market have a leading role in the European e-cig industry. It is advisable for e-cigarette companies targeting the European market to participate. It will provide businesses with a golden opportunity to interact with industry leaders and to gain an in-depth understanding and keep up with the latest movements and developmental trends in the European market.



Official Website:

<https://vaperexpo.co.uk/>

2024
May 10-12
Birmingham
U.K.

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



KOVAS 2024

New Tobacco Exhibition

Global

2024
May 17-19
 Suwon
 South Korea



Expo Introduction:

Korea's first VAPESHOW reflects the growing trends in the VAPE market around the world and builds a global network through information exchange with the global VAPE industry.



Official Website:

<https://www.vapekorea.co.kr/en/>

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



Vapitaly – Verona

New Tobacco Exhibition

Regional | Sponsor: Vapitaly srl



Expo Introduction:

The increasing success the events have achieved with the public, industry professionals and exhibitors in the past several editions, and the experience acquired through them has made the Vapitaly team the most highly qualified organizer of events in the vaping sector in Italy, and has enabled the company to strengthen its excellent positioning in Europe.

2024
May 25-27
Verona
Italy



Official Website:

<https://www.vapitaly.com/zh>

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



Vapexpo

New Tobacco Exhibition

Regional | Sponsor: Vapexpo



Expo Introduction:

It's already been 7 unforgettable years in which Vapexpo has been organizing the best and most spectacular vaping shows since it arrived in Spain. Today, Vapexpo is an unavoidable event for everyone in the e-cigarette and vape market, both national and international. Remaining faithful to the same formula since the beginning, Vapexpo welcomes everyone, the general public and professionals, in this great annual event that will be held once again in Madrid.

2024
June 1-2
Madrid
Spain



Recommendation:

(It is recommended for e-cigarette companies targeting the Spanish or Western European markets to participate.)

Spain has one of the most potential e-cigarette markets in Europe, dominated by nicotine-free products. In the June 2023 exhibition, many well-known brands such as ELFBAR and HQD actively participated. Most brands launched nicotine-free products specifically for the Spanish market.

For companies planning to enter the Spanish market or those that already have nicotine-free products, it is advisable to participate in such exhibitions. This will provide a valuable opportunity for businesses to interact with potential partners and to deeply understand and grasp the latest trends in the Spanish market.



Official Website:

<https://vapexpo-spain.com/en/home-en/>

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.

WORLD VAPE SHOW

DUBAI | UAE

World Vape Show

New Tobacco Exhibition

Global | Sponsor: Quartz Business Events



Expo Introduction:

The World Vape Show, launched in September 2021, was the first international vape expo and conference in the UAE, and one that proved to be a BIG hit. It provided global manufacturers and suppliers a unique opportunity to showcase hundreds of products to thousands of international retailers, wholesalers, distributors, and consumers in Dubai. Now, the WVS brand has expanded and developed to become the fastest growing vape event in the world with events in the UK, UAE, South America and Asia.



Sponsor Introduction:

Located in the Quartz Business Media Headquarters, Quartz Business Events (QBE) exists to serve the tobacco, shisha and vaping communities right around the globe. With a current portfolio of ten market-leading events in three continents, QBE operates the largest network of tobacco-related events in the world including the global series of World Tobacco events, World Shisha, TabExpo and the award-winning World Vape Show.

2024
6.12~6.14
Dubai UAE



Recommendation:

(Recommended.)

World Vape Show is one of the most highly anticipated e-cigarette exhibitions in the world. In 2023, held in Dubai, it attracted retailers, distributors, and wholesalers from 88 countries, with a grand scale. The exhibition brings together numerous globally renowned brands, creating a lively and extraordinary atmosphere. In addition to attracting a large number of participating brands, it also attracted numerous distributors from the markets of the United States, Europe, the United Kingdom, and Russia. Participating in it will provide you with an excellent opportunity to interact with international peers, expand your business network, and gain in-depth understanding of the latest industry trends.

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



Official Website:

<https://worldvapeshow.com/>



ShishaMesse Sevilla

Comprehensive Exhibition

Global

Sponsor: **Projekt 20drei10 GmbH**

2024

6.14~6.16

Sevilla Spain



Expo Introduction:

ShishaMesse Frankfurt is a lively meeting place for innovative ideas, groundbreaking technologies and inspiring encounters. Exhibitors from all over the world proudly presented their latest products and services, while visitors had the chance to immerse themselves in the ShishaMesse world of innovations.



Sponsor Introduction:

Projekt 20drei10 GmbH is the head of our multi-faceted company, which organizes national and international trade fairs, major events and cooperate events.

Other branches of the company provide solution-oriented support to companies wishing to distribute their products to the food retail market or abroad.

Many years of experience, professionalism and reliability are our claim.



Official Website:

<https://shishamesse.de/es/sevilla>

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



ANTIXPO 2024

New Tobacco Exhibition

Regional | Sponsor: **Chiyang Exhibition (Shenzhen) Co.,Ltd**



Expo Introduction:

This exhibition aims to display the full scope of the new tobacco industry, covering everything from supply chain management to end-user applications. Our primary goal is to build a high-quality, global network for this industry, enhancing connections and dialogue between suppliers and market players. We believe this approach will drive significant innovations, particularly in product development and user experience, introducing new vitality and directions to the industry.

2024
September 6-8
Selangor
Malaysia



Sponsor Introduction:

Chiyang exhibition (Shenzhen) Co.,Ltd is a professional exhibition hosting and service company, serving more than 500 companies. Involving new tobacco, e-cigarette and consumer industries.

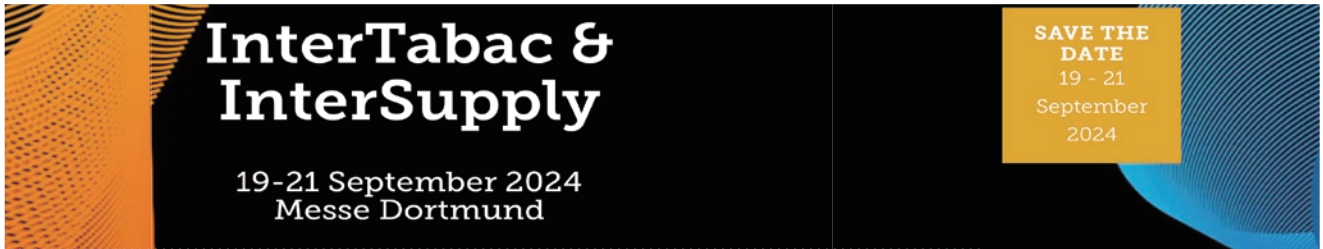
The company currently focuses on two major areas: 1. Overseas exhibitions in the new tobacco (NTP) industry, including self-organized exhibitions and other exhibition agents and corresponding services. 2. Consumption type exhibition - MOFF Menfolk Show (MOFF Menfolk Show), as the world's only exhibition related to the men's consumer industry, serves more than 200 global brand companies, and has launched its online self-media platform. It has the world's leading service resources in the NTP field, with 12 years' industry experience. It has more than 500 customers, more than 100,000 high-quality resources from global buyers in nearly 120 countries around the world, as well as 200,000+ industry users.



Official Website:

www.antivapeexpo.com

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



InterTabac

Comprehensive Exhibition

Regional | Sponsor: **Messe Dortmund GmbH**

2024
September 19-21
Dortmund
Germany



Expo Introduction:

World's Largest Trade Fair for Tobacco Products and Smoking Accessories. At the trade fair duo InterTabac and InterSupply from 19th. to 21th September, 2024, trade visitors meet top decision-makers from retail, manufacturing and the service sector. The world's leading event for the tobacco industry brings together international market leaders and industry representatives from all areas at Messe Dortmund.



Recommendation:

(Recommended.)

InterTabac & InterNicotine is one of the largest global tobacco exhibitions. The September 2023 exhibition in Dortmund gathered more than 700 exhibitors, with over a hundred related to the e-cigarette industry, including well-known domestic and international brands, distributors, and e-liquid companies. The exhibition's large scale and lively atmosphere provide extensive opportunities for exchange and cooperation within the industry.

During the 2023 exhibition, many companies launched new products and technologies, and there were many eagerly anticipated co-branded product releases, showcasing the exhibition's influence as a significant platform for industry innovation and development.

InterTabac & InterNicotine serves as an outstanding platform for customer acquisition and networking, offering unique business opportunities to participants. Exhibitors can establish international industry connections, promote new products, and share the latest industry trends at this event, making it an unmissable occasion for those in the industry.

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



Official Website:

<https://www.intertabac.de/en-gb>



VapitalyPRO – Rome

New Tobacco Exhibition

Regional | Sponsor: Vapitaly srl



Expo Introduction:

VapitalyPRO is the Vapitaly's Event dedicated to business, information and new opportunities in the vaping world. This 4th edition of the event, exclusively dedicated to business-to-business meetings, will focus on the importance of networking between industry professionals, retailers and companies in the vaping industry, to propose in the Capital an exclusive moment of encounter and comparison. VapitalyPRO will again be offering the widely requested educational activities that proved so popular during the last edition, with a full programme of themed workshops on regulations, fiscal management and communication, involving specialized speakers.

2024
November 4-5
Rome
Italy



Official Website:

<https://www.vapitaly.com/zh>

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



World Tobacco Asia

Comprehensive Exhibition

Regional | Sponsor: **Quartz Business Media**

2024

**Not officially
announced**

Indonesia



Expo Introduction:

World Tobacco Asia will return in 2024 in Surabaya, World Tobacco Asia offers exclusive deals with leading equipment suppliers, networking with senior decision makers, and real insight into the future of tobacco manufacturing.



Sponsor Introduction:

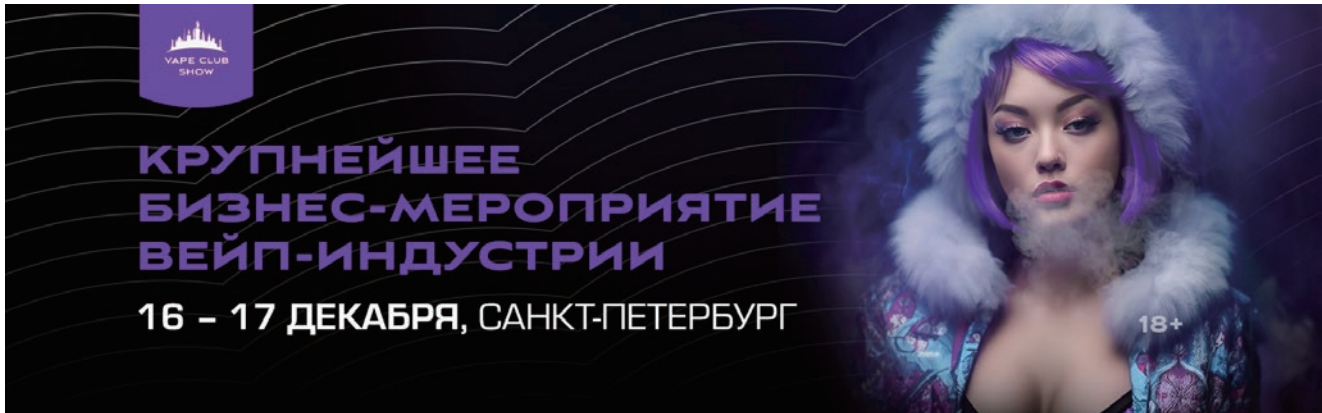
Located in the Quartz Business Media Headquarters, Quartz Business Events (QBE) exists to serve the tobacco, shisha and vaping communities right around the globe. With a current portfolio of ten market-leading events in three continents, QBE operates the largest network of tobacco-related events in the world including the global series of World Tobacco events, World Shisha, TabExpo and the award-winning World Vape Show.



Official Website:

<https://wtprocessandmachinery.com/asia>

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



Vape Club Show

New Tobacco Exhibition

Regional | Sponsor: **Hookah Club Show (HCS Russia)**



Expo Introduction:

Vape Club Show is one of the best worldwide events covering vape industry. It unites professionals and vape lovers from all over the world.

Vape Club Show is not only an opportunity to get acquainted with the latest trends in the world of vape industry, but also the most effective way to declare your company. It is suitable both for beginners and for those who already occupy their niche in the market.



Sponsor Introduction:

The HCS Hookah Club Show is the world's largest hookah exhibition, held annually in Kazan, the capital of the Republic of Tatarstan in Russia. The organizer of the HCS Hookah Club Show is Dym Bez Ognya Ltd., which is responsible for the organization of the fair and is committed to promoting the hookah and tobacco industry by offering exhibitors and visitors a platform to present and discover the latest trends, products, and innovations. The fair takes place in the modern Kazan Expo International Exhibition Center, which has excellent transport links and a large number of hotels nearby. The popularity of hookahs has increased in recent years, and with it the interest in products and accessories in this area.

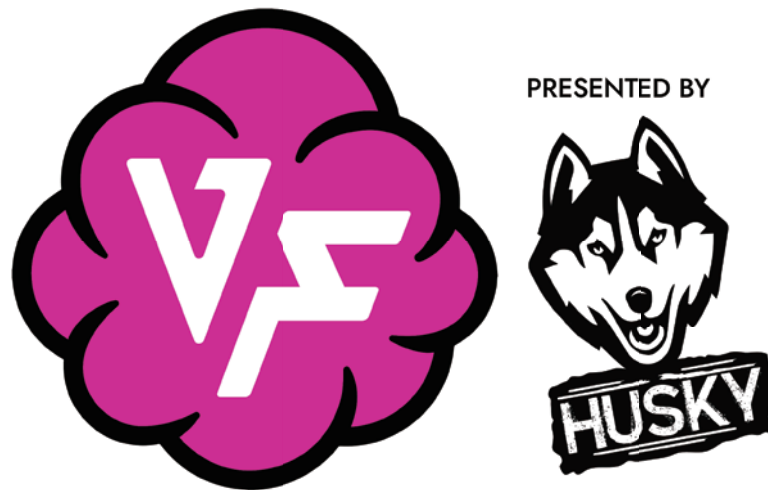


Official Website:

<https://vapeclub.show/>

2024
Unpublished
Officially
Russia

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



Vape Fair

New Tobacco Exhibition

Regional | Sponsor: **Saga Creation**

2024
Unpublished
Officially
Indonesia



Expo Introduction:

Vape Fair is B2C annual event dedicated to meeting the needs of global manufacture, suppliers and distributors to showcase hundreds of e-cigarette products to thousands of local and international brands.



Official Website:

<https://vapefair.id/>

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.

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COP10

2024
February 5-10
 Panama City
 Panama



Conference Introduction:

FCTC COP10 Agenda and Related Documents: The Impact on Tobacco Harm Reduction. The main topic discussed at the conference was the standardization of e-cigarettes. The tobacco industry argued that regulations should be put in place for the use of e-cigarettes to ensure the production of safe products and generate tax revenue for the government.



Sponsor Introduction:

The WHO Framework Convention on Tobacco Control (WHO FCTC) is the first international treaty negotiated under the auspices of WHO. It was adopted by the World Health Assembly on 21 May 2003 and entered into force on 27 February 2005. It has since become one of the most rapidly and widely embraced treaties in United Nations history.

The WHO FCTC was developed in response to the globalization of the tobacco epidemic and is an evidence-based treaty that reaffirms the right of all people to the highest standard of health. The Convention represents a milestone for the promotion of public health and provides new legal dimensions for international health cooperation.

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.



Official Website:

<https://www.cbd.int/cop10/>



Global Forum on Nicotine



Conference Introduction:

The Global Forum on Nicotine (GFN), focused on safer nicotine products worldwide, concluded successfully in Warsaw, Poland on June 24, 2023. This tenth edition of the forum brought together advocates, scholars, scientists, policymakers, manufacturers, and distributors of nicotine products to reflect on the challenges and successes of tobacco harm reduction (THR) over the past decade. The participants also discussed the future regulation and direction of e-cigarettes.

2024
June 13-15
Warsaw
Poland



Sponsor Introduction:

KAC-Communications the organiser of GFN is committed to providing a platform for global public health debate, knowledge exchange and networking, underpinned by the principles of inclusiveness and multi-sectoral engagement.



Official Website:

<https://gfn.events>

*Data Description: The exhibition and organizer profiles are sourced from the official website, with translations provided for reference only.

Noun Definitions

- **New Tobacco** In this report, "new tobacco" refers to tobacco products that differ from traditional cigarettes. These products release nicotine through non-combustible methods, such as vapor or solid substances, for absorption by the human body. Examples include e-cigarettes (Vape) and heated tobacco products (HTP). Some products also deliver nicotine in non-gaseous forms, such as oral tobacco.
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- **Exhibition** The exhibitions listed in this report are various public events with a focus on new tobacco. They do not include the following forms:
 - (1) A small number of new tobacco manufacturers participating in other themed exhibitions.
 - (2) Closed seller and buyer exchange meetings.
-

- **Conference** The conferences listed in this report are various forums and seminars with a primary focus on new tobacco or where new tobacco topics constitute a significant component. They do not include the following forms:
 - (1) Confidential conferences.
 - (2) Meetings organized concurrently during exhibitions.
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- **B-end** Refers to the audience of distributors, retailers and other commercial organizations
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- **C-end** Refers to the individual audience
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Data Specification

- ➔ This report's data is compiled up to November 2023, and some exhibitions and conferences are still in the planning stages. It may not cover all exhibitions and conferences. Specific dates and venues should be verified based on actual information, and the preceding content is for reference only.
- ➔ The 2023 e-cigarette exhibition statistics are not comprehensive and are based solely on the 2023 exhibition list.

Disclaimer

01 This report is based on information that our company considers reliable and publicly available, but we make no guarantees regarding the accuracy and completeness of such information. The analysis, evaluations, and recommendations contained in this report reflect only the views and judgments as of the day of the report's publication. At different times, our company may release research reports that are inconsistent with the opinions and recommendations stated in this report. We do not guarantee that the information contained in this report remains up-to-date.

02 The content listed in this report is intended solely for research and industry communication, and it does not promote any enterprise, brand, or product. It does not constitute any form of advertising.

03 Due to differences in regulations regarding exhibition participation and industry norms across countries, the recommendations provided in this report are for reference only.

04 All information related to specific exhibitions is subject to the official announcements made by the organizers of those exhibitions.

05 This report does not constitute any investment advice, and the producers of this report disclaim any direct or indirect responsibility for any investment or business actions taken based on the information in this report.

06 This report is prohibited for reading by minors.

 **WARNING**

This report is intended for professionals of the NGP industry and is prohibited for reading by minors.

About 2FIRSTS

2FIRSTS was established in early 2022 and is a globally influential vaping technology media and think tank. The core readership of 2FIRSTS includes regulatory authorities from various countries, international new tobacco companies, distributors worldwide, supply chain enterprises, non-profit organizations, media, and more. 2FIRSTS brings readers the latest global information, forward-looking topics, in-depth analysis and insights, as well as rich data and information. 2FIRSTS is committed to promoting the high-quality development of the global new tobacco industry through media and research, making efforts for harm reduction worldwide.

2FIRSTS has established 2firsts.cn (Chinese), 2firsts.com (English), and 2firsts.com/es (Spanish), with a daily visitation of over 10,000.

2FIRSTS maintains good cooperation and close communication with international new tobacco companies, regulatory authorities from various countries, media, etc. 2FIRSTS is also a partner and official media for major global new tobacco exhibitions. 2FIRSTS has offices in Shenzhen, China, Hong Kong, New York, Europe, and other locations.



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The report is intended for professionals of the e-cigarette industry, minors are prohibited from this report.