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## PRESS RELEASE

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### **“Business Insights”**: Tobacco industry in tune with the times

New online platform to complement the twin InterTabac and InterSupply trade fairs all year round from September

**The next InterTabac and InterSupply exhibitions are scheduled to take place between 15 and 17 September 2022. Meanwhile, to help exhibitors and visitors engage and share information throughout the year, the twin fairs are to launch a new 365-day-a-year online platform entitled Business Insights on 16 September 2021. Helping keep commerce in the tobacco industry in tune with the times, the new platform will offer all the latest industry news, insights from key players, a knowledge database on matters of interest and a host of profiles of companies, publishing houses and associations with details of their respective product ranges and the opportunity to connect with them directly online.**

Dortmund, 22 July 2021 – From 16 September 2021, around a year before the start of the next InterTabac and InterSupply fairs, the new joint platform Business Insights will offer the entire international tobacco industry a year-round place where they can meet online for networking and interaction, complementing the face-to-face annual exhibitions at Messe Dortmund. Information on the world of tobacco will be available to businesses 24/7 across all time zones and national borders, enabling them to connect with players at home and abroad right across the tobacco world. The entire span of Business Insights content will be available all the time in two languages, German and English.

#### **News & networking: the entire tobacco industry online under one roof:**

Business Insights will make it quick and easy for businesses to present themselves to new and existing customers, and to network and showcase their products. The digital Business Insights platform offers companies – both large and small, domestic and international – the unique opportunity to present themselves and their products to a large, highly active market throughout the year in the run-up to the trade fairs, connecting directly and even identifying new sales markets.

The “Companies” directory will give businesses an online platform at the business end of the tobacco world. Here, all companies registered on the website will be listed under industry-specific categories. From corporate information videos and video content on product and company highlights to direct links to company websites and product pages – company profiles can help businesses showcase their product and service line-ups to an international audience. In turn, visitors are presented with an informative overview of famous-name suppliers in the industry under one roof and, via the profiles,

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short and concise overviews of all key details. Merging social media profiles and contact details means data can be shared at any time of day (or night) via all key channels.

In addition, platform users will be fed a comprehensive range of information covering the most important trends, developments and product highlights from the "Media Center" with its up-to-the-minute insights, panel discussions and interviews. The "News" ticker will present important industry news, and the "Knowledge" database will bring together a wide range of articles, video talks and studies in the tobacco industry. In this way, Business Insights will reflect the entire business world of the tobacco industry at a glance.

All visitors to the [InterTabac](#) and [InterSupply](#) fair websites will in future be able to decide whether they want to find out all about the trade fairs and their highlights on the respective fair website or explore the additional offerings on the new Business Insights site with its exclusive content.

The latest information on the new Business Insights platform as well as other highlights and trade fair news can be found on the fair websites ([InterTabac/InterSupply](#)), [LinkedIn](#) or directly via newsletter ([InterTabac/InterSupply](#)).

### EXHIBITION AT A GLANCE



**THE WORLD'S LARGEST TRADE FAIR FOR TOBACCO PRODUCTS AND SMOKING ACCESSORIES**



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

#### DATE:

15 to 17 September 2022

#### EVENT ORGANISER:

Messe Dortmund GmbH

#### TARGET GROUPS:

**InterTabac:** Tobacco product wholesalers, and specialist and general retailers from across the whole of Germany. People involved in the tobacco industry worldwide.

**InterSupply:** Managers and specialists in the purchasing, production, product development, research & development, quality and management accounting disciplines



Further information: [InterTabac](#) / [InterSupply](#)

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