

# CIGAR CULTURE SUMMIT 2025 – Pleasure. Knowledge. Connection.

A groundbreaking industry highlight is set to debut at InterTabac 2025 – the Cigar Culture Summit. In collaboration with The Cigar Academy, this exclusive gathering will unite the most influential figures in the cigar world. The Cigar Culture Summit is more than just a conference; it's a dynamic hub for knowledge, innovation, and collaboration. Industry leaders, suppliers, manufacturers, retailers, associations, and aficionados will come together to shape the future of the cigar culture. Expect thought-provoking presentations, engaging roundtables, and unparalleled networking opportunities, all designed to foster meaningful discussions and insights at the highest level. Be part of this historic first edition and experience the cigar industry like never before – where tradition meets innovation at the Cigar Culture Summit 2025!

**Wednesday, September 17, 2pm to 6:30pm**  
**Entrance North, Messe Dortmund**

## The cornerstone topics of the Cigar Culture Summit 2025

### **1 Tobacco Unveiled: Varieties, Innovation, Sustainability & the Future of Global Markets**

Meet the renown cigar makers, tobacco producers and together explore the rich diversity of tobacco—its unique varieties (old and new), evolving cultivation techniques, and the distinct characteristics of the world's growing regions. This session delves into the nuances of sustainable farming practices, innovative cultivation methods, and the future of responsible tobacco production. Gain insights from leading tobacco producers, renown cigar makers, and industry experts as they analyze emerging markets and reveal strategies for tapping into new opportunities. Whether you're a seasoned professional or an industry enthusiast, these discussions will provide invaluable knowledge on the ever-evolving tobacco landscape.

### **2 The differences in marketing, production and storage**

Discover how cigar production, perfect storage and innovative manufacturing methods shape the world of cigars – from the experiences of master blenders to the influence of humidity on flavour and effective marketing strategies. Here you will gain exclusive insights and strategies – an essential building block for anyone who wants to understand the industry in depth and develop it further.

### **3 Creative concepts & maximizing turnover for retailer**

The focus here is on the dialogue between retailers and consumers. Discuss how cigar lovers can be reached in a changing market environment and find out how retailers are setting new standards with creative concepts and exceptional service.

## **7:30pm – Exclusive Cigar Reception: Where Connections Ignite**

One of the summit's most anticipated highlights, the Cigar Reception is an exciting networking and fun experience designed for both relaxed conversations and meaningful professional connections. The perfect blend of fine cigars and drinks, great company, and engaging dialogue. Join industry leaders, aficionados, and experts as you unwind, exchange ideas, and celebrate the spirit of cigar culture in style. Don't miss this unique opportunity to connect, collaborate, and indulge in an unforgettable evening.

  
**THE CIGAR ACADEMY**  
*Traditio, Creatio, Sapientia*

