WT Middle East

10-11 November 2026 | Dubai, UAE

WORLD CIGAR 2026

In Partnership with the Premium Cigar Association

OFFICIAL SHOW CATALOGUE

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WT Middle East

WORLD VAPE SHOW

WORLD CIGAR 2026

In Partnership with the Premium Cigar Association

10-12 November 2026 | Dubai, UAE





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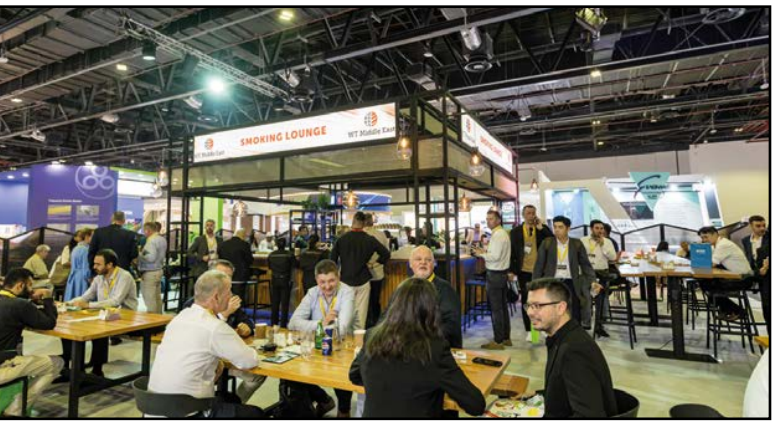
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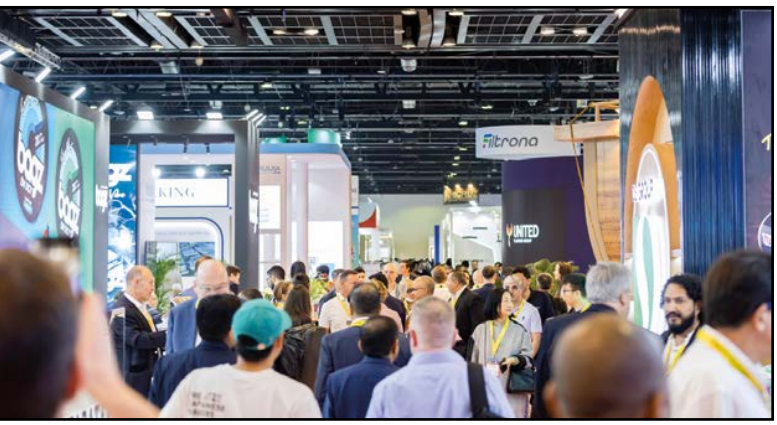


Smoking seriously harms you and others around you

The Enduring Value of Global Tobacco Exhibitions









Global exhibitions play a vital role in bringing international buyers face to face with the companies, technologies and services shaping the tobacco industry. They create a focused space where decision-makers can discover new products, assess emerging technologies, meet suppliers and build the relationships that support business across borders

These events do more than showcase what is already available. The prospect of an exhibition can help drive innovation, encouraging companies to refine products, develop new solutions and bring ideas to market in time to present them to an international audience. For buyers, that means an opportunity to compare developments, ask questions directly and explore potential partnerships in one place.

Even in an age of advanced digital communication, the value of meeting in person cannot be overstated. Face-to-face conversations help build trust, deepen understanding and often lead to productive discussions that are difficult to replicate online. Exhibitions also bring together people from across the industry, creating opportunities to exchange perspectives, strengthen networks and identify new avenues for collaboration.

World Tobacco has been at the forefront of international tobacco events since 1972, when we held what we describe as the first tobacco exhibition in Geneva. Since then, our exhibitions have reached audiences across Africa, the Middle East, mainland China, Southeast Asia, Europe and North America.

In 2027, we will continue this tradition with events in South Africa ,Middle East and Indonesia. The strong desire among global industry players to participate in these international gatherings is as evident today as it was in 1972—a testament to the enduring importance of bringing buyers and sellers together.

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NEB MIST IS MAKING WAVES.
The Arena · Stand 1545

This product contains nicotine, an addictive substance.
Intended for adults aged 18 and over.

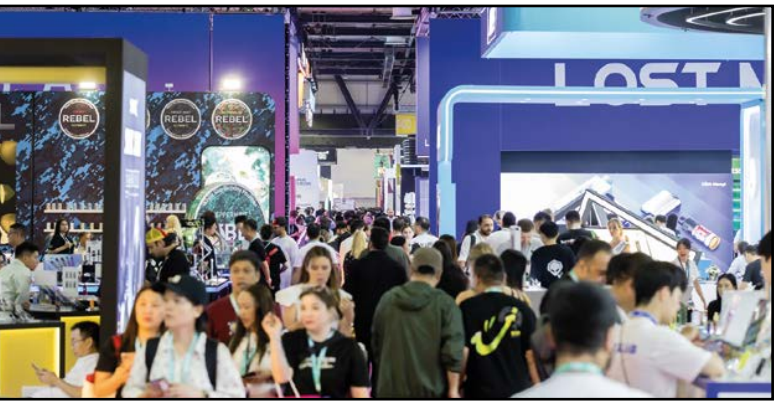


PRE-ORDER NOW

Welcome to World Vape Show











Dear All,

So we finally made it, later than expected to the 2026 edition of World Vape Show Dubai. It gives me great pleasure to welcome you all along to this event this year, one which has been very challenging for many for a number of different reasons, none more so than the conflict which started in the early part of the year.

When challenges arise, what we tend to see is innovation, ingenuity and resilience, something I can safely say I've seen in abundance over the past months. I said in my letter in June that this industry, more than any other continues to face challenges head on, diversify and put themselves at the forefront of development.

Those in attendance across the next few days not only have the opportunity to showcase, launch and develop their brand and products, but also be recognised as industry leaders in what has been a challenging time for the sector. I thank you all for your continued support.

Throughout the next three days, we have what I believe to be an incredibly diverse exhibition. We're seeing new brands emerge, new products being developed and of course, global powerhouses returning. As well as this, you will be aware I'm sure further alignment with World Tobacco, offering exhibitors a new body of visitor audience for you all to benefit from.

As well as this, we have numerous features running throughout the next three days including:

- Future Nicotine Forum
- World Nicotine & Tobacco awards
- Compliance clinic
- Plus many on stand activations and launches you can all benefit from.

WVS Dubai continues to play a key role within the global calendar and enables brands to not only meet and connect with new and existing customers, but provides the perfect platform for brands to launch new products, engage with a global audience and position their company as a global leader.

The team and I will be available to meet with you throughout the three days and answer any questions you might have and if appropriate, discuss your plans for our global portfolio of events over the next 12 month.

I hope you, your families, friends and colleagues have remained fit and well and once again thank you for your support, I look forward to seeing you over the course of the next three days!

All the best,

Jake



Enjoy Live Flavour



KEKO

Enjoy Live Flavour



21+ WARNING: This product contains nicotine. Nicotine is an addictive chemical.

Welcome to the World Cigar Show Dubai 2026

A MESSAGE FROM THE PREMIUM CIGAR ASSOCIATION

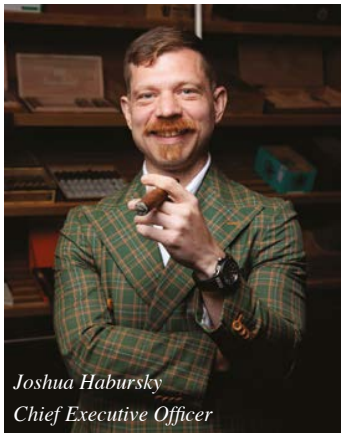
"A premium cigar is international long before it is ever lit."

The tobacco may originate in one country, be aged and blended in another, shaped by generations of craftsmanship, represented across continents, and ultimately enjoyed thousands of miles from where its journey began.

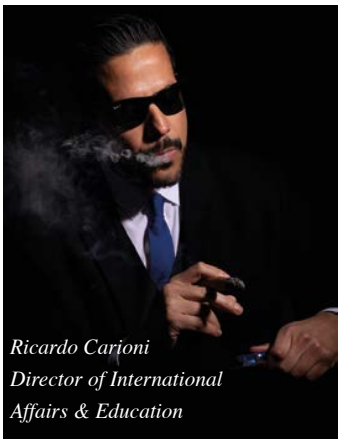
Few industries connect agriculture, craftsmanship, entrepreneurship, culture and human relationships so naturally.

That is why the World Cigar Show Dubai 2026 matters.

On behalf of the Premium Cigar Association, it is our great pleasure to welcome you to Dubai and to a gathering that represents something increasingly important for the future of premium cigars: a place where the different geographies of our industry can genuinely meet.



Joshua Habursky
Chief Executive Officer



Ricardo Carioni
Director of International Affairs & Education

The global cigar landscape is evolving. Established markets remain essential, while the Middle East, Asia, Africa and other international markets are becoming increasingly important to luxury consumption, hospitality, distribution and cigar culture. New consumers are discovering the category, new hospitality concepts are emerging, and brands are seeking new partners and routes to market.

At the same time, growth must remain connected to the craftsmanship, authenticity and cultural heritage that make a handmade premium cigar fundamentally different from an ordinary consumer product.

And there are few places more compelling in which to bring that world together than Dubai.

This is a city built around international exchange - a remarkable meeting point for East and West, commerce and culture, ambition and hospitality. Its extraordinary hotels, gastronomy, architecture and capacity to welcome the world create a setting that is difficult to reproduce elsewhere.

That matters because some of the most valuable moments at an industry gathering do not happen across a meeting table.

The World Cigar Show extends beyond the exhibition floor into distinctive social experiences and exceptional hospitality, creating opportunities to continue conversations, discover new relationships and share cigars in settings worthy of the culture we represent. Business may begin on the show floor, but trust is often built over dinner, during an evening gathering, or through a conversation that continues long after the formal programme has ended.

In that sense, Dubai itself becomes part of the World Cigar Show experience.

Our partnership with Quartz Business Media is built around that opportunity. Together, we are developing the World Cigar Show not simply as an exhibition, but as an international platform for commerce, education, hospitality, relationships and cigar culture - connecting manufacturers and brands with distributors, retailers, hospitality leaders and decision-makers from markets that do not always meet in the same room.

For the PCA, this is a natural extension of our mission: advocacy protects our industry, education preserves its knowledge, business development creates opportunity, and international engagement builds bridges between markets.

The value of a trade show is not measured by the size of the hall or the number of stands. It is measured by what happens between the people inside it.

One conversation can lead to a distributor, a new market, a hospitality partnership or a relationship lasting decades. One introduction can reveal an opportunity that might otherwise have remained on the other side of the world.

As such, use these days fully. Meet someone new. Explore a market you do not yet know. Exchange ideas. Attend the conference. Experience Dubai and the hospitality surrounding the Show. And, naturally, take the time to sit down over a cigar.

Because our industry has always understood something important: meaningful relationships require time.

To every exhibitor, attendee, partner and guest who has travelled to Dubai, thank you for being part of what we are building.

We hope you leave with stronger relationships, new opportunities, greater knowledge, memorable experiences - and an even deeper appreciation for the remarkable global community that surrounds the premium cigar.

Welcome to Dubai. Welcome to the World Cigar Show 2026.

Joshua Habursky • Ricardo Carioni

BEYOND THE BURN: IS IT TIME TO RETHINK NICOTINE POUCH PH?

By Alchem NicSelect™

For years, nicotine pouch formulations have relied on alkaline systems that create the tingling, stinging or burning sensation often associated with product strength. This has led many consumers to equate sensory intensity with nicotine delivery. However, with most nicotine pouches nowadays formulated with nicotine freebase, an unprotonated form of nicotine, high pH pouches are more likely to be irritating the gum rather than having a direct impact on nicotine release and absorption.

Recent research from Sweden has renewed industry discussion around nicotine pouches and oral tolerability. While researchers observed oral mucosal changes, including long term use of high pH nicotine pouches leading to gum lesions or more extensive gum damage the study found no clear correlation with factors such as nicotine strength, pouch size, moisture content or pouch material.

As the nicotine pouch category evolves, understanding the interaction between formulation parameters and user experience is becoming increasingly important.

However, emerging evidence suggests that the relationship may not be so straightforward.

While alkaline conditions can increase sensory perception, nicotine delivery should not be viewed as dependent on a strong oral burn. The sensation frequently reported by users may instead reflect local irritation associated with elevated pH conditions.

> **Emerging evidence suggests that pH remains an important parameter, but only one piece of a much larger formulation puzzle.**

Feeling more does not necessarily mean absorbing more. For product developers, the challenge is no longer how to maximise sensation, but how to optimise nicotine delivery while supporting a positive and tolerable user experience.

Beyond pH: a multifactor system

The scientific conversation is increasingly moving beyond pH alone. Researchers and industry experts are examining how multiple formulation variables interact to influence product performance and oral tolerability, including:

- Nicotine form protonated or unprotonated
- Product architecture
- Moisture management
- Flavour systems
- Pouch construction
- pH

Rather than acting independently, these parameters function as an integrated delivery system that collectively influences nicotine release, sensory perception and consumer experience.

Advances in nicotine pouch technologies have demonstrated that effective nicotine delivery can be achieved across a broader pH

This product contains nicotine, which is an addictive

Pouch'ology Research Centre

www.nicselectpouchology.com

range, with or without the "sting", depending on market preference, at normal oral ranges ranging from pH 6 to pH 8 (with the exception of formulations containing nicotine in protonated forms - i.e. Nicotine Polacrilex – where safety is established via an oral pH study) providing pouch satisfaction without risk to oral health.

"Traditional nicotine pouch development has often assumed that elevated pH is necessary to achieve effective nicotine delivery and consumer satisfaction. NXP was developed to challenge that assumption."

NicSelect™ NXP Pouch Technology Traditional nicotine pouch development has often assumed that elevated pH is necessary to achieve effective nicotine delivery and consumer satisfaction.

Built on a semi-gel technology platform, NicSelect™ NXP Nicotine Pouch Technology was developed to challenge that assumption providing excellent nicotine delivery with or without a strong rush hit, with or without sting and with a neutral pH range with remarkably long nicotine and flavour release and with enhanced product stability across a broad formulation space.

NXP MD03 – nicotine polacrilex based formula, the premium experience, delivering a smooth 40 minutes or more of streaming nicotine and flavour ideal for Southern European, Middle East and Asia where consumers prefer less or no sting. pH around 4. Long shelf life and stability,

NXP RM03 – a more cost-effective nicotine freebase experience delivering 40 minutes or more of streaming nicotine and flavour ideal for Southern European, Middle East and Asia where consumers prefer less or no sting. pH around 6 to 6.4. Long shelf life and stability,

NXP RZ03 – The Scandinavian experience delivering 40 minutes or more of streaming nicotine and flavour with a very notable initial hit and sting ideal for Scandinavia, East Europe, sports users, and other markets that seek the classic pouch experience. pH around 6.2. Long shelf life and stability (ongoing testing),

Looking Beyond the Sting These NXP nicotine pouch formulas and findings from the Alchem NicSelect Pouch'ology Research Centre establish that product pH alone may not predict physiological outcomes within the oral environment.

The next generation of nicotine pouch innovation is unlikely to be defined solely by nicotine strength, pH or sensory intensity.

Future development will increasingly depend on understanding how formulation choices influence nicotine delivery, flavour performance, product stability, consumer perception and oral tolerability simultaneously.

For more information about NXP Pouch Technology and the Pouch'ology Research Centre, contact the Alchem NicSelect™ team: **europe@nicselect.com**



substance, and is intended for adults aged 18+

alchem NicSelect™

www.nicselect.com europe@nicselect.com

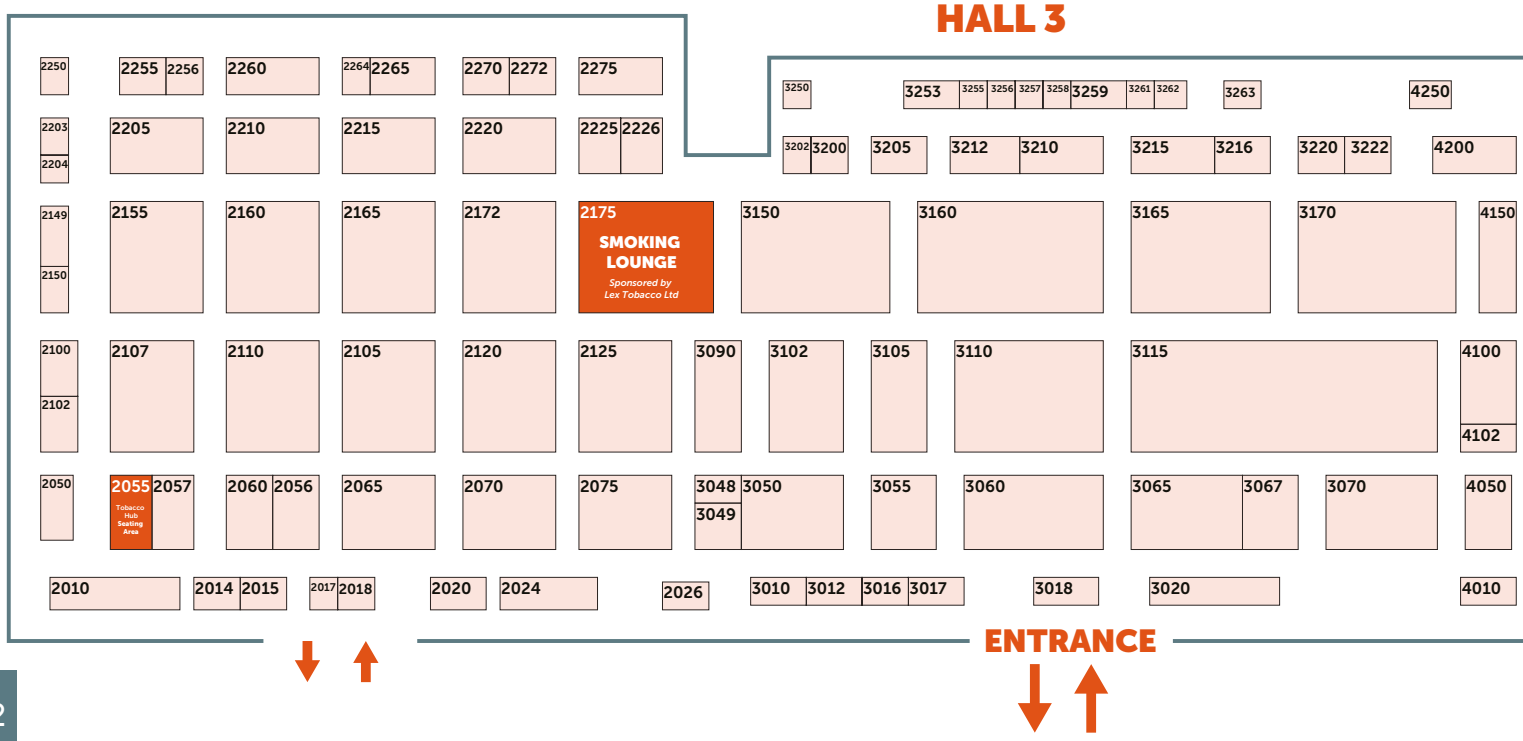
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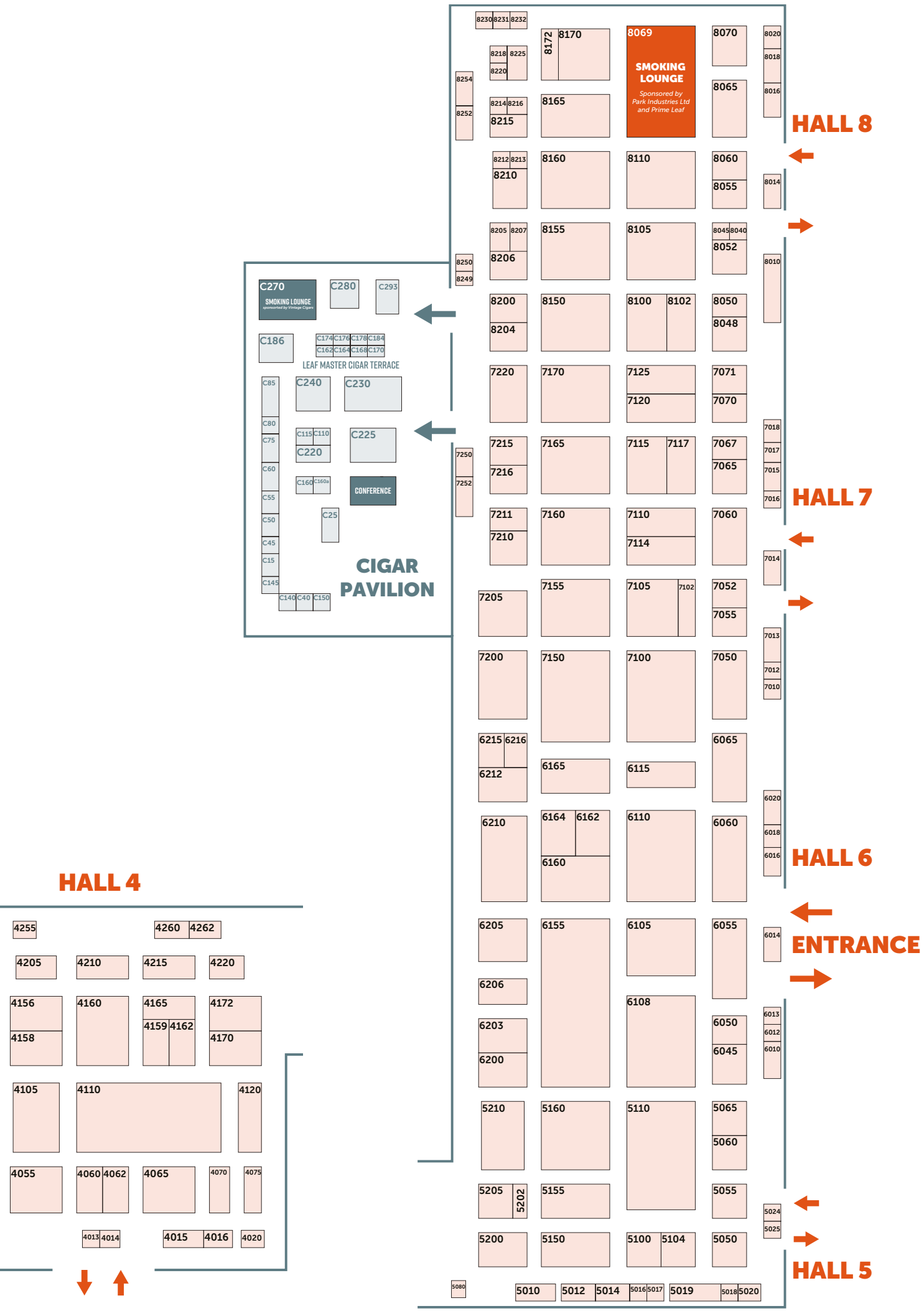
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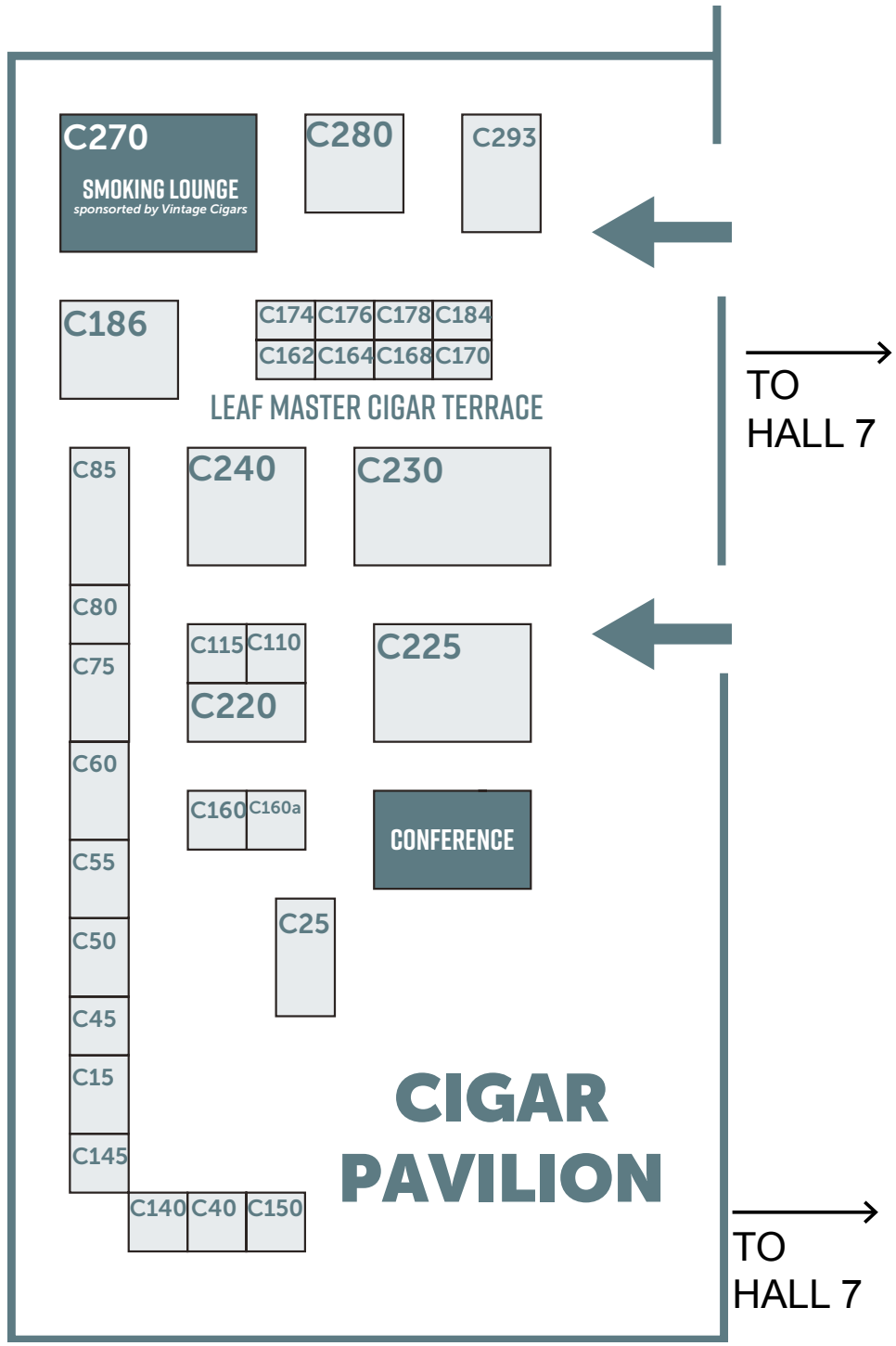












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OXVA

XLIM PRO 4

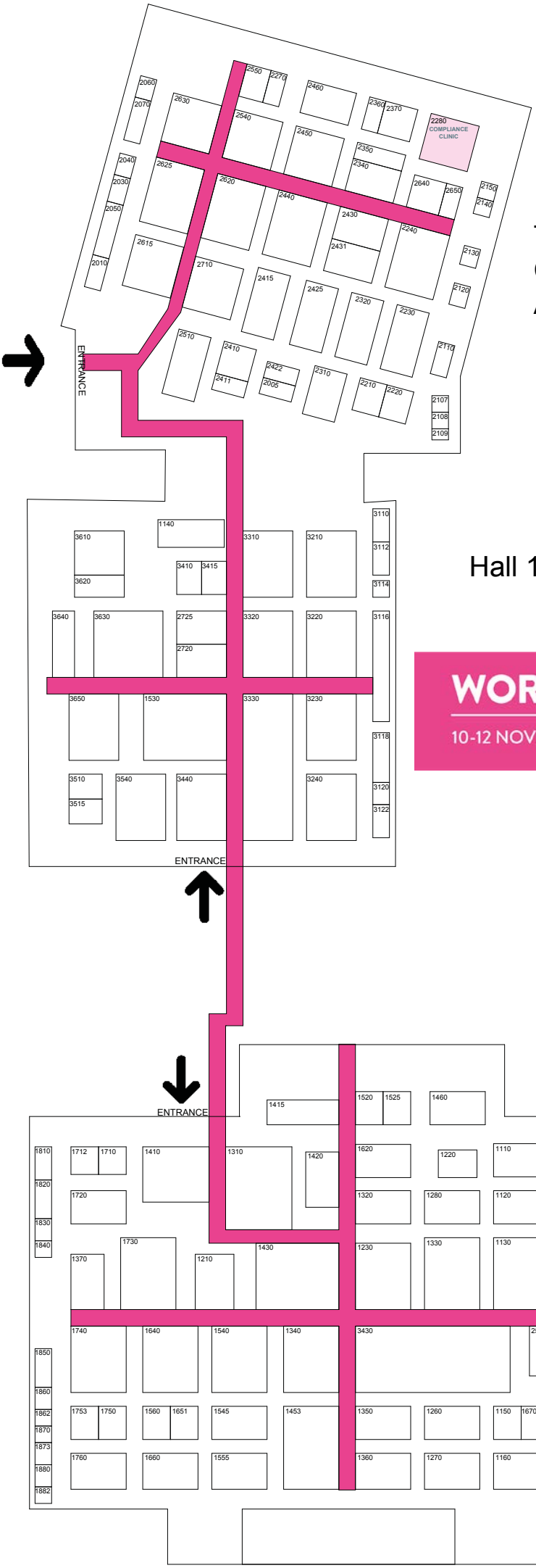
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Abul Khair Group	7165
Accent Tobacco Company LLP	7071
Achakzai International Industries FZ-LLC	6155
ADAM International FZCO	3160
Agile Leaf Tobacco Private Limited	8230
Aiger Engineering Ltd	6045
AJT Printing	6105
AK Tobacco Traders	3256
Al Matuco Tobacco Co FZE*	4150
Ali Machinery	4170
Alishan Group Ltd	8204
Alliance One	8160
Anhui Genuine Packing	4162
Anhui Jingqiu Food Technology Co., Ltd	7017
Anhui Sanhuan Paper Group Co., Ltd	6013
ARD Filters FZC	3165
Astra Industries FZ LLC	6162
Atlas Agri Global Dubai	7125
Baumer HHS Srl	2204
BBM	6110
Beijing Bingqi Brand Management Co., Ltd	8040
Bengal Leaf Tobacco Industries	8220
BMJ Industries Z-LLC	3115
BMJ Pt Bukit Muria Jaya	7100
Brasfumo Industria Brasileira de Fumo SA	2015
Bright Promotion	5104
Broad Far (Hong Kong)	2205
Budhan Engineerings Pvt Ltd	7205
Caidi Creative Art (Suzhou) Co. Ltd	6212
Ccobato Shenzhen Technology Co., Ltd,	3016
Ceekay Shipping Services LLC (Branch)	4255
Cerulean	2105
Chengdu Passion Precision Tool Co., Ltd	2017
Chevron Tobacco Company	2024
China Tobacco International (HK) Ltd	7220
Chuangyue New Material (Taizhou) Co., Ltd	4016
Comas	2105
Croma Innovationas Limited	8206
Crown Engineering FZC	6016
DareGlobal International Inc.	2272
Dastagir Machines Pvt Ltd	6205
DCM ATN	5010
De Royal Tobacco FZC	2110
Dharampal Satyapal Limited	5160
Dinesh Pouches Ltd	2060
Djarum	2075
Dongguan City Tin Colour Co. Ltd	7016
Dongguan Yongfeng Packaging Technology Co., Ltd	3262

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Dragon Foils	7067
Dynamic Tools Pvt Ltd	7120
East Ray Trading LLC	2026
Emshivamani Machinery and Automation LLP	5205
ESMOO	2018
Essential Tobacco FZE	5155
Evergrowing Trading FZCO	2220
Falcon Tobacco Company Private Limited	8010
FCV German Leaf GmbH & Co. KG	8225
Filters Pakistan Pvt Ltd	5202
Filtrona Pte Ltd	2165
Focke GmbH & Co. KG	7200
Fortune Global Trading Ltd	6203
Fu Sheng International Equipment FZ-LLC	6164
Fujian Qishengrong Information Technologies Co., Ltd.	5014
GD S.P.A	2105
Genuine Leaf Tobacco Ltd	8212
Global Leaf Tobacco Co., Ltd	4055
Godfrey Phillips India Limited	7117
Gold Driven Group Limited	4156
Gold Driven Group Ltd	2172
Golden Tobacco Mfg Co. P Ltd	2256
GOND Cigarettes	6012
Gopal Aromatic PVT Ltd	7050
Green Sun GmbH	2100
Griffin Cardwell Ltd	5150
Guangdong Guanhao High Tech Co., Ltd	8016
GuangHui/VE Packaging	4210
Gulbahar Tobacco International FZE	3110
HAIL & COTTON INC.	7105
Hainan Jinchengda Industry Co.,Ltd & Tianjin Huayi Co., Ltd.	3215
Hainan Shiner Industrial Co., Ltd	8045
Haining Tengda Machinery Co., Ltd.	3018
Hangzhou Shenyufeng Technology Co., Ltd.	8020
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Hansang International Corp	2070
Harsh International	4100
Hebei Jianming Printing	4262
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Hertz & Selck GmbH & Co.	8065
Hertz Flavors KG	7060
Hi Pack & Fill Machines Pvt Ltd	6018
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HTL Co. Ltd	3017
Huabao International Holdings Limited	2065

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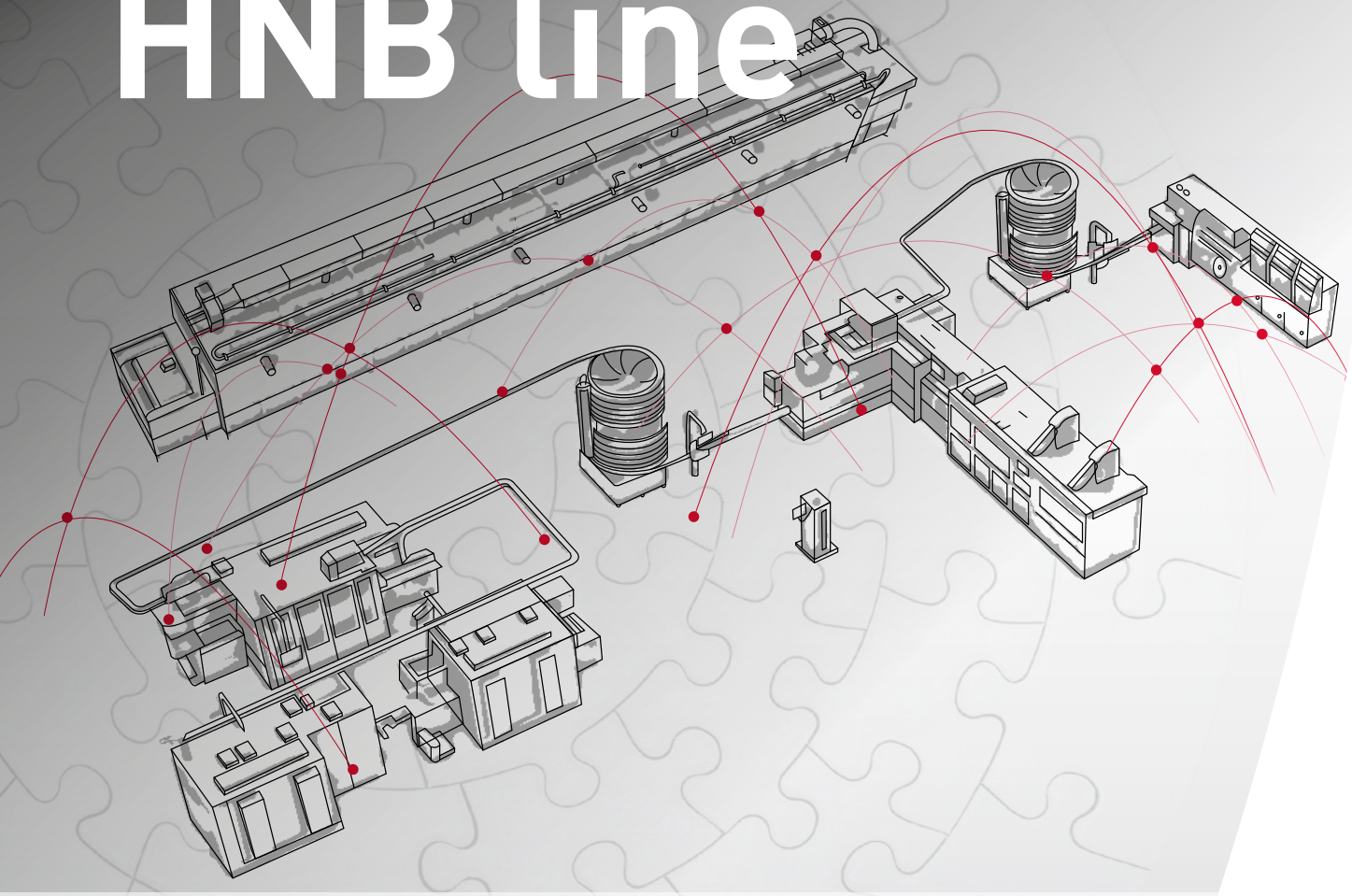
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IMS Limited	2020
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Khyber Tobacco Company	4110
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KSEC (Kunming Shipbuilding Equipment Co., Ltd.)	7013
KT&G Global H/Q	2120
Lee's Tobacco Machinery	8215
Lex Tobacco Company	2125
Lukowa Tobacco Company SP Z.O.O	5055
Mane	8206
Mates International Ltd	7014
Max Schlatterer GmbH & Co. KG	5065
McAirlaid's Vliesstoffe GmbH	3202
MCC Srl	2150
Microtex International (FZC)	3020
Millat Tobacco Industries (Pvt.) Ltd.	8216
Miquel Y Costas & Miquel S A	2210
Mirage	8055
MLT Micro Laser Technology GmbH	5060
Model Rag Exports	8232
Molins	2105
Mopak Kagit Karton Sanayi Ve Ticaret AS	3255
Mudanjiang Hengfeng Paper Co., Ltd	4160
NASTA S R L	6206
Nemuno Banga UAB	3259
NEX	4159
Nextgen Filter FZC	8155
Nextgen Printing & Packaging FZE	2215
Nicos Gleoudis Kavex SA	8100
Nimex Trading Corporation	4015
Nova Machinery FZ-LLC	3210
NTC Industries Ltd	7065
OFION TRADING LLC	3012
Optimum NV	4010
Ora Tobacco FZE	6108
Orient Cargo	6200
Oxy-Low B.V.	5150
Pak Hills Threshing & Redrying (PVT) Ltd	2102
Pantec Switzerland AG	7250
Park Industries Limited	8165
Parksons Packaging Limited	3205
PCMK Industries FZ LLC	5110
Peterson-EcO2 Vietnam Co. Ltd	8213
Pidilite Industries Ltd	7102
PPF Solutions UAB	4215
Prestige Leaf Trade Ltd	7150
Prime Leaf Processing Company Ltd.	8165
Pure Air FZ-LLC	6115
Pure Leaf Tobacco Company Limited	8254
Putera Jaya Sakti Perkasa	6165
Ramsider Smoking & Tobacco Heating Devices Trading Co. L.L.C	2264
Reinvalt Engineering Group Makina A.S.	4220
Riedel Filtertechnik GmbH	7210
Royal Industrial Fabricators (FZC)	3253
RUPL GLobal PVT Ltd	5210
Ryan Tax Services L.L.C	3257
S.S.I Exports	3200
Salvarat S.R.L. Società Benefit	4250
Sanming Juhao Fibre & Tuoyuan Tobacco Trading	8052
Sasib	2105
Satyams Sun Products PVT Ltd	6210
Senzani Brevetti Spa	6050
Seven Stars Global Solutions FZE	7052
Shandong Teconway Intelligent Equipment Co., Ltd	5016
Shanghai Xintu Industrial Co., Ltd	7012
Shanghai Zijiang Metallization Environmental Protection Material Co., Ltd	6216
Shaoxing Yilonglaser Technology Ltd	4050
Shenzhen Jinjia Group Co., Ltd	3067
Show Cigars Inc. (2026)	8210
Signal	2056
Sisi Leaf Tobacco Ltd.	8214
Smart Tan Leaf Limited	8231
Sopariwala India LLP	6055
SPI	6060
SPS Cigaronne LLC	3102
STB Group SRL	6020
Sub Sahara Group	8172
Sunpack Solutions Pvt Ltd	3212
Suzhou Golden Leaf Packaging Materials Co., Ltd	3060
Swan Valley Tobacco	8105

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COMPANY	STAND NO.
Swm Holdco Luxembourg SaRL	4120
TANN Holding GmbH	7100
Tanta Company for Tobacco	8102
TCPL Packaging Ltd	3105
TMQS GmbH	8070
Tobacco Board India	4200
Tobacco Industry & Marketing Board	8170
Tobacco Products International FZ-LLC	7170
Topacking	2265
Trasformatori Tabacco Italia Soc.Cons.	8207
Tutu Tobacco	5020
Twist Tobacco	2050
UFLEX Limited	7115
Unbagh Products LLP	6065
UNICRUZ Tobacco Processing	7114
Union Cigarettes FZCO	2160
UNIPACK AD	3220
Universal Leaf Tobacco Company Inc	8110
U.S. Tobacco Cooperative Inc.	8150
UTM PTE LTD	7160
V and V General Trading FZE	3065
Veekonn Muhendskik AS	8249
Venus Tobacco Group	5050
Virgo Tobacco Limited	8018
VK Tobacco FZE	3150
Von Eicken Middle East FZE	5200
Vtn Tobacco Sigara San Ve Tic. Ltd. Sti	6160
Weicheng Lighter Manufacture Co., Ltd.	4020
Welbon Pulp & Paper Group	4014
Wenzhou Yunshang Biology & Technology Co., Ltd.	7018
Wind River Tobacco Company	3070
World Tobacco SRL	8048
World wide Machinery TR.	3250
Wuhan Shina	4165
Wui Hing Mould Ltd	3258
Wuxi Anboda New Materials Co., Ltd.	3048
Xiamen Bag Import & Export	7010
Xiangyang Shen Guan Electromechanical Technology Co., Ltd.	5024
Xianhe Co., Ltd	4070
XL Enterprises Limited	2203
Yiwu Yueoxygen Trading Co., Ltd	5025
Yunnan Tobacco Biological Tech Co., Ltd	4105
Yuri Gagarin PLC	4205
Yuto & Emeteq	3050
Zenghe Packaging Co., Ltd	8200
Zenith Exports	4075
Zhejiang Dingxi Brand Management Co., Ltd.	8250
Zhejiang Huafeng Papergroup	4060
Zhejian Kaifeng New Material Limited by Share Ltd	5019
Zhejiang Synponh New Materials Co., Ltd	4013
Zhejiang Techmay New Materials Co., Ltd	7070
Zhejiang Xinyalun Paper Co., Ltd.	6010
Zilong (S) PTE Ltd	3010

WORLD CIGAR 2026
In Partnership with the Premium Cigar Association

COMPANY	STAND NO.
Arturo Fuente	C240
ATD Machinery	C40
Baqer Mohebi Enterprises L.L.C	C240
Blackbird Cigar Co.	C80
Capello Cigars	C160a
Casa Carrillo	C240
China Tobacco International (HK) Ltd	C230
Clair de Brume Global Holdings Limited	C174
Davidtian Premium Cigars	C85
DBA Thai Cigars	C168
DH Signature	C162
Dong Guan Rui-Feng Yuan Packaging MFG.Co., Ltd	C25
G&G Tobacco	C170
Garo Cigars	C160
JM Tobacco	C225
La Flor de Portuondo Cigars	C15
Lubinski	C60
Padrón Cigars	C240
Premium Cigar Association	C220
Principle Cigars, Inc	C176
Puros Artesanos Import, S.L.	C184
Rocky Patel	C240
Shenzhen Raching Technology Co. Ltd	C293
Shenzhen Yidoucheng Industrial Co., Ltd. (Lafuli)	C164
SikarInfuse	C178
The Leaf Master Tobacco Trading LLC	C186
Veritas Trading Inc	C45
Zhongshan Yehos	C75

TUGBOAT AMBER

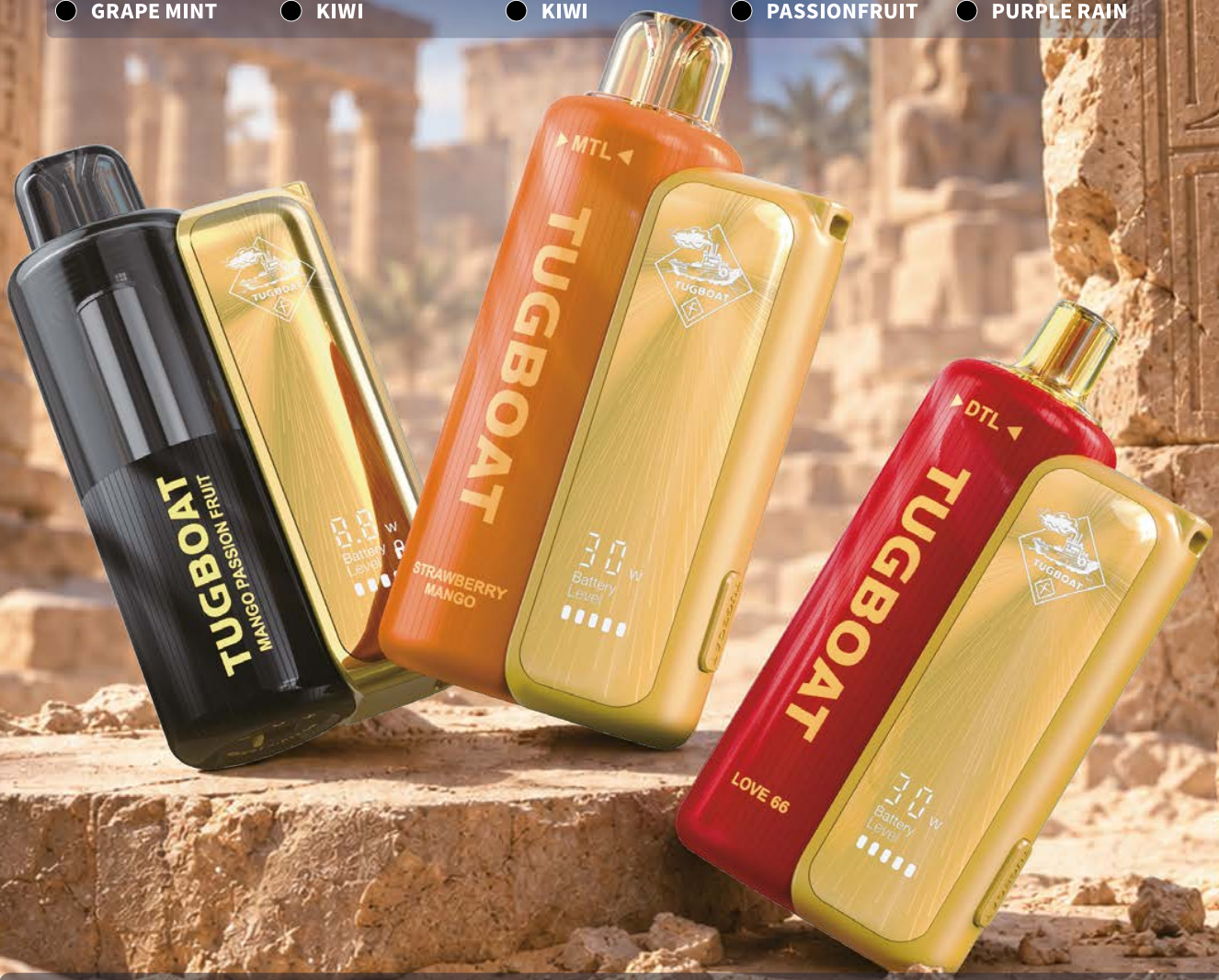
AMBER & AMBER-CT

MTL & DTL & CT

- DOUBLE APPLE SHISHA
- STRAWBERRY MANGO
- PURPLE RAIN
- WATERMELON BUBBLEGUM
- STRAWBERRY KIWI
- COOL MINT
- PEACH ICE
- GRAPE
- GUAVA PASSIONFRUIT
- MANGO PASSION

- DOUBLE APPLE SHISHA
- GRAPE ICE
- BLUEBERRY POMEGRANATE
- RASPBERRY LEMONADE
- MANGO ICE
- RASPBERRY WATERMELON ICE
- STRAWBERRY KIWI
- LEMON MINT SPARKLING
- STRAWBERRY MANGO
- LOVE 66

- DOUBLE APPLE ICE
- ICE MINT
- STRAWBERRY MANGO
- GREEN WATERMELON ICE
- GRAPE ICE
- GRAPE MINT
- STRAWBERRY KIWI
- WATERMELON KIWI
- MANGO PASSIONFRUIT
- PURPLE RAIN



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10–12 NOVEMBER 2026 DWTC, DUBAI

WARNING:
This product contains nicotine. Nicotine is an addictive chemical.

COMPANY	STAND NO.
AAOK	2650
Adalya	3220
Adroit Naturals Pvt Ltd	3122
AKN Worldwide Pvt Ltd	1710
Alchem NicSelect	1120
ALD	2725
Al Fakher Crown Bar	3430
Alibarbar	3310
Alobay	1870
ANDS	1730
Anz Swedish	1810
Arenico	1882
Arik Nicotine Pouches	3630
ASDF Worldwide	3320
ASMODUS	2625
Ayla / Tesiyi	1270
A-Sense	2060
BAGZ by Promotorzy Trading	3415
Bar Juice	1640
Battsys	2108
BECO	1280
BIMO	2230
Black Bar	1820
Boton / Kimree	2240
Brusko	2710
Bulubulu	2320
Capella Flavors	3110
Cellular Workshop	2310
Cennet Biopharma	2422
Clew Pouches	2520
CNPT	1555
Cypheme	3640
DEKANG	2430
DESON	1670
Dholakia Tobacco	1210
Drifter	1520
DV Brands	1453
ECCC	3116
ELF & KEKO	1330
ELUX	1720
Ennature Biopharma	2109
Esmoo	1862
Fasoul	1230
Fedrs sp. z.o.o	2030
FeelmixX	2150
Fengda	1840
First Union	2720
Flavoriq	2431
Foom	1460
Freemax	2550
Freeton	3112
Garant Snus	2005
Geek Vape	1340
Global Wings International Logistics	2410
Han Technology	2460
Hayati	3440
Haze Vape	3330

COMPANY	STAND NO.
Hongfu	1050
Hong Kong Mingya Packaging Co., Limited	3410
House of New Pillow	1140
HQD	1260
Huizhou Hongtai Technology Co LTD	2040
Iceberg Tobacco Sp. z.o.o.	1712
iFORCE	1555
IGet	1660
iNic	2415
Insta Bar	1160
IVG	1530
Jingyaoyiqi	2107
JNR	2615
Juice Head	1420
Jwei Group	3610
Kang Vape	2220
Life Pod	1130
Lost Vape	1110
LVL	3650
Mak Group LLC	3120
Maskking	2510
Mazaya Vape	3430
Medad Technology	1545
MEGAMOSSA	2411
Mellow Fog	1753
Misjoy	1010
Moshvape/Thinkvape	1360
Mylé Vape Inc.	1410
Nicotech OÜ	2640
Mylor	3510
My Vapery	1430
National Laboratory & Research	1062
Neelkanth Phytochem Impex	2130
Nico Orgo Marketing Pvt. Ltd	2140
Nu Chem Pharma Pvt Ltd	3114
Nysa Pouches	1830
Oplus	2425
Oukitel	1320
OVNS	2210
Oxbar	3330
Oxva	3240
Packmate	1860
Quad Lifesciences Private Limited	1525
Queen Global Logistics Co., Ltd.	1873
QVKS	1150
Ramillion Ltd	1510
REJO	3118
RELX & WAKA	1030
Ripe Vapes	1620
Sidsam Formilan Machines Pvt Ltd	1850
Sidsam White Label Solutions	1560
SIKARY	2540
SKE	2630
STLTH	1651
SMOK	2620
SMUV Nicotine LEAF	1880
Starbuzz	3430



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COMPANY	STAND NO.
Tamarind Intelligence	Media Partner
TAURR Pouches Trading L.L.C.	1750
Teslacigs	1350
Tobacco Bakery	2070 & 2270
Tugboat	3210
Ultrabio Werke GmbH	2350
Upends	3515
Vape Dinner Lady	The Pavilion
Vapengin	2440
Vaporart SRL	2050
Vaporesso	1540
VGOD	1310
Vitalnic	2360
VooPoo	3540
Vozol	3230
VPR Brands, LP	2010
Weicheng	3620
Xtra	1415
YEZI	2450
Yooz / Waker	2625
Ytoo/Atingbar	1370
Yuoto	2340
Zgar	1040
ZINWI	1760

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WT Middle East

FUTURE NICOTINE FORUM

DAY ONE – TUESDAY 10 NOVEMBER 2026

10:30 - 10:35 WELCOME AND OPENING REMARKS FROM THE ORGANISER
Colin Case, Event Director, WT Middle East
Jake Nixon, Event Director, World Vape Show

10:35 -11:10 KEY NICOTINE TRENDS IN THE MIDDLE EAST AND NORTH AFRICA
Alexandra Molokova, Senior Research Analyst, Middle East, Euromonitor International

11:15 - 12:00 ADDRESS
Wael Yaghi, Area Head Lower Gulf Markets (UAE, Bahrain, Qatar, Oman), Philip Morris International (PMI)

12:00 - 13:00 NETWORKING BREAK

13:00 - 13:45 PANEL DISCUSSION: GLOBAL REGULATION, TRADE & SUPPLY CHAINS - NAVIGATING POLICY DISRUPTION AND MARKET ACCESS

Regulatory disruption and shifting trade dynamics now represent the most significant strategic risks facing the nicotine and harm reduction industries. From flavour and disposable bans to new tax regimes, tariffs, import controls and heightened IP enforcement, companies must navigate an increasingly fragmented and unpredictable global landscape.

This panel brings together regulatory, policy and supply chain experts to examine how evolving global regulations and trade policies are reshaping product design, compliance strategies, market access and innovation. Panellists will share practical approaches for building agile, compliant supply chains; adapting packaging, marketing and product portfolios; and managing cross-border and geopolitical risks. The discussion will also highlight the key policy drivers influencing decision-makers today and identify emerging threats and opportunities to watch over the next 12 months—equipping businesses to future-proof operations and sustain harm reduction progress amid ongoing uncertainty.

Moderator: **John Dunne**, Director General, UK Vaping Industry Association (UKVIA)

Panellists:
Mohammad Agrabawi, Managing Partner, Al Majlis Group
Dr Sydney Hiller, Ph.D., Director of US Regulatory Operations, Inter Scientific
Djaka Kusmartata, Director of Excise Technical Affairs and Facilities, Directorate General of Customs and Excise, Ministry of Finance, Republic of Indonesia
Teguh B Ariwibowo, Advisor, Association of Indonesian E-liquid Producers (PPEI)
Tim Phillips, Founder, Tamarind Intelligence

14:00 - 14:45 PANEL DISCUSSION: VAPE 2.0 - DATA, DEVICES AND RESPONSIBLE RESIGN

This session examines the next generation of vaping products and the technologies shaping their development. Data-driven insights and new technologies are enabling greater device personalization, improved safety features, and more sustainable products. A panel of leading manufacturers and industry experts will discuss innovations aimed at restricting youth access, meeting adult consumer needs, and advancing users along the harm-reduction continuum.

Moderator: **Daria Votinova**, Business Development Manager, Wingle Group Electronics | Project Manager, AMBILEAP

Panellists:
Candice El Khoury, Chief Growth Officer, Medad Holding
Ross Donovan, Global Head of Commercialization – eVapour, Philip Morris International
Pete Gibbons Ph.D, MRSC, Director of Business Development, Europe, Labstat International Inc.
Maryna Gudym, Business Development Director, Wingle Group Electronics Limited
Umran Khan, CEO and Founder, Yalla Vape

15:00 - 15:45 PANEL DISCUSSION: GROWING VAPE RETAIL - DIGITAL SALES, BRAND GROWTH & COMPLIANCE

Vape retailers and brands face growing pressure to drive sales, build customer trust and adapt to evolving regulations across physical and digital channels. This panel explores how to strengthen product positioning, understand changing consumer behaviour and use digital marketing, content and customer engagement to build brand awareness and encourage repeat purchases. Panellists will share insights on reaching the right audiences, measuring marketing effectiveness, expanding into new markets and navigating the commercial and regulatory challenges of responsible marketing. Discover how retailers and brands can turn customer engagement into sustainable growth while balancing profitability, compliance and public health responsibilities across the Middle East and global markets.

Moderator: **John Dunne**, Director General, UK Vaping Industry Association (UKVIA)

Panellists:
Shady Aslan, Vape Influencer & Business Consultant
Onz, Vape Content Creator, Onz Vape
Christopher Kelly, Founder, Phoenix 2 Retail
Ebn Malek, MENA Market Activation & Brand Growth Consultant
Merrijantij Punguan Pintaria, **S.T., M.Eng.**, Director of Beverage, Tobacco Products, and Refreshment Materials Industries, Directorate General of Agro Industry | Ministry of Industry, Republic of Indonesia

15:45– 16:30 PANEL DISCUSSION: THE EVIDENCE - ALIGNING SCIENCE, REGULATION AND PUBLIC PERCEPTION

This panel will explore the latest evidence on vaping and alternative nicotine delivery products, examining the scientific research, public health findings, and behavioural and regulatory insights shaping the harm-reduction debate. The session will consider how scientific evidence can better inform regulatory approaches and public understanding, helping ensure adults who smoke have access to accurate, balanced information about the range of harm-reduction options available to them.

Panellists:
Dr Ian Fearon, Director, whatIF? Consulting
Jeff Machovec, Director of Operations, Applied Aerosol Technologies (AAT)
Dr Marina Murphy, Senior Director of Scientific Affairs, Haypp Group
Dr Christopher Russell, Director, Russell Burnett Research and Consultancy Ltd

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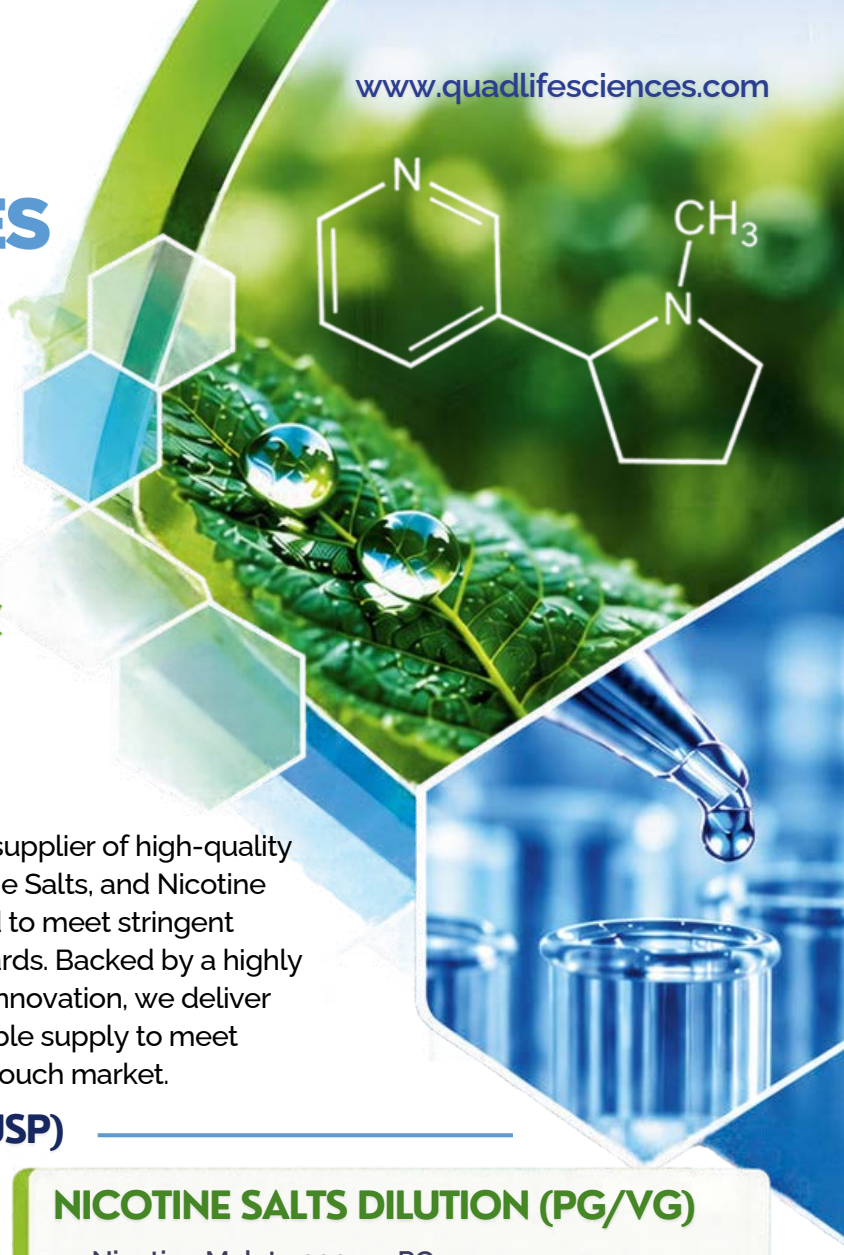
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NICOTINE BASE 1000mg/ml (EP / USP)

NICOTINE SALTS

- Nicotine Lactate
- Nicotine Levulinate
- Nicotine Malate
- Nicotine Salicylate
- Nicotine Benzoate
- Nicotine Polacrilex / Resinate
- Nicotine Ditartrate Dihydrate
- Nicotine Sulphate

NICOTINE SALTS DILUTION (PG/VG)

- Nicotine Malate 200mg PG
- Nicotine Benzoate 200mg or 250mg PG
- Nicotine Salicylate 200mg or 250mg PG
- Nicotine Ditartrate Dihydrate 72mg/ml in PG
- Nicotine Lactate 200mg or 250mg PG/VG
- Nicotine Benzoate 100mg in VG

NICOTINE BASE DILUTIONS (PG/VG)

Nicotine Base Dilution – 100 mg/ml to 250 mg: Nicotine base diluted in Propylene Glycol (PG) and Vegetable Glycerin (VG), with customizable nicotine strengths ranging from 100 mg/ml to 250 mg/ml, subject to product specifications and applicable regulatory requirements.

Standard Packaging

Liquid: 1Kg, 5Kg, 25Kg
Solid: 1Kg or customized packaging

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DAY TWO - WEDNESDAY 11 NOVEMBER 2026

10:30 - 10:35 WELCOME AND OPENING REMARKS FROM THE ORGANISER

Colin Case, Event Director, WT Middle East
Jake Nixon, Event Director, World Vape Show

10:35 -11:00 BUILDING A MORE SUSTAINABLE FUTURE FOR RRP: INNOVATION, PARTNERSHIPS & ESG

This presentation explores how innovation is advancing the Reduced-Risk Products (RRP) category, driving change across the tobacco value chain, and supporting broader ESG ambitions.
Maaran from Filtrona will share how sustainable product solutions and strategic partnerships are helping customers navigate this transition while creating long-term value across the industry.
Maaran Nadarajah, Innovation Director, Filtrona

11:05– 11:30 SOUTHERN AFRICA TOBACCO OUTLOOK: WHY ZIMBABWE REMAINS THE REGION'S SUPPLY CHAIN ANCHOR

Zimbabwe produces more tobacco than any other country in Africa and remains central to the region's leaf supply. This session examines the outlook for production, exports, grower economics, sustainability and investment, while exploring the wider trends shaping tobacco supply chains across Southern Africa. Delegates will gain insight into the opportunities and risks likely to influence sourcing decisions over the coming years.
Emmanuel Matsvaire, CEO, Tobacco Industry Marketing Board (TIMB)

11:35 - 12:00 THE COMMERCIAL AND REGULATORY IMPLICATIONS OF SUSTAINABLE PEST MANAGEMENT IN TOBACCO PRODUCTION

Rodolfo Maria Salvi, sustainability and international relations manager, Salvarat

12:00 - 12:30 NETWORKING BREAK

12:30 - 13:30 PANEL DISCUSSION: DRIVING CHANGE - ACCELERATING HARM REDUCTION IN THE MIDDLE EAST

This session brings together legal and regulatory experts, public health researchers, industry innovators, and consumer advocates to explore how the Middle East can advance safer nicotine products. Panellists will discuss market trends, the rise of novel nicotine alternatives, evolving regulatory and taxation strategies, enforcement challenges, and regional public health priorities. The session will consider scientific evidence for harm reduction in a regional context and identify concrete steps to improve access to harm-reduction products and accelerate the transition toward a smokefree future in the GCC.

Moderator: **Mohammad Agrabawi**, Managing Partner, Al Majlis Group

Panellists:
Rabia Abro, Area Head of New Categories for APMEA West, British American Tobacco
Miguel Coleta, Director, Sustainability Policy & Market Activation, Philip Morris International (PMI)
Dr Mohammad Mueen, Pharmacist, Founder & CEO, Haze Vape
Manoj Nair, Senior Research Analyst, Euromonitor
Dr Christopher Russell, Director, Russell Burnett Research and Consultancy Ltd

13:45 - 14:45 PANEL DISCUSSION: ADAPTING TO WIN - CONSUMER DEMAND, REGULATION AND SCALE IN NICOTINE POUCHES

The nicotine pouch category has seen huge volume growth. However regulation, consumer behaviour and market maturity vary widely by region (Europe, US, Middle East, Asia). What works in one market may not in another. This session will explore the latest evidence and relative risk around these products. How are brands capturing emerging demands and adapting product formats, marketing, regulatory compliance to each region while leveraging scale where possible?

Moderator: **Tim Phillips**, Founder, Tamarind Intelligence

Panellists:
Mohammad Agrabawi, Managing Partner, Al Majlis Group
Dr Sydney Hiller Ph.D., Director of US Regulatory Operations, Inter Scientific
Davide Sancassani, Technical Sales Manager, Alchem NicSelect™

15:00 - 15:15 KEYNOTE: CHANGING LANDSCAPE OF CHINA'S VAPING SECTOR

Ao Weinou, Secretary General, Electronic Cigarette Professional Committee of China Electronics Chamber of Commerce

15:15 - 16:00 PANEL DISCUSSION: GLOBAL VAPE ALLIANCE SESSION

Moderator: **Mohammad Agrabawi**, Managing Partner, Al Majlis Group

Panellists:
John Dunne, Director General, UK Vaping Industry Association (UKVIA)
Ao Weinou, Secretary General, Electronic Cigarette Professional Committee of China Electronics Chamber of Commerce

16:00 - 16:15 CLOSING STATEMENTS AND CONCLUDING REMARKS

Chair: **Jake Nixon**, Event Director

John Dunne, Director General, UK Vaping Industry Association (UKVIA)

INAUGURAL EDITION · DUBAI 2026

WORLD NICOTINE & TOBACCO AWARDS

The first ever World Nicotine & Tobacco Awards bring World Vape Show and World Tobacco Middle East together to celebrate the products, technologies and people driving innovation.

DATE	VENUE	DRINKS RECEPTION	AWARDS CEREMONY
Tue 10 November	Al Ain A + B Meeting Rooms 1st floor, access by Hall 3 entrance	7:00pm	7:30pm

AWARD CATEGORIES

01 Best Disposable
02 Best Mod
03 Best Pod System (Open and Closed)
04 Best Nicotine Pouch
05 Best Nicotine Innovation
06 E Liquid of the Year
07 Best New Tobacco Product
08 Best Innovation: Filter Technologies
09 Best Innovation: Packaging Materials
10 Best Innovation: Leaf Tobacco
11 Best Innovation: Manufacturing Equipment

MEET THE JUDGES



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WORLD TOBACCO EVENTS DIRECTOR

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EBN MALEK
MENA MARKET ACTIVATION & BRAND GROWTH CONSULTANT

Vape industry specialist and global brand ambassador, bridging digital influence with on-ground execution to connect global brands with local trade and consumer demand.



DR ROGER NICHOLAS PENN
PRINCIPAL CONSULTANT, LAS CASUCHA CONSULTING

Scientist and tobacco-product development specialist whose career has spanned tobacco technology, product innovation and the global flavour and fragrance industry for over 22 years.



SHILPA RAJAN
CREATOR, @SHISHATRAVELS

Dubai-based creator exploring shisha culture, vape products, lounges and experiences around the world, connecting a global community of enthusiasts through content, brand collaborations and industry events.



MARC B. REISNER
INDEPENDENT TRADE JOURNALIST & EDITOR-IN-CHIEF

Draws on decades of experience in financial and trade journalism to analyse the global tobacco and nicotine industries for DTZ, Tobacco Journal International and SMOKERS CLUB.

WANT TO ATTEND? Entry is free, but spaces are strictly limited!
Enquire at the Organisers Office or email courtneylambert@quartzltd.com

SAVE THE DATE. CLEAR THE DIARY. WATCH THIS SPACE.

CLEAR THE WEEK

Exhibitions.
Conferences.
Awards.
Parties.
Golf.

6-10 Dec 2027 DUBAI

And that's just the beginning....

EVERYTHING. ONE DESTINATION. ONE UNMISSABLE WEEK.

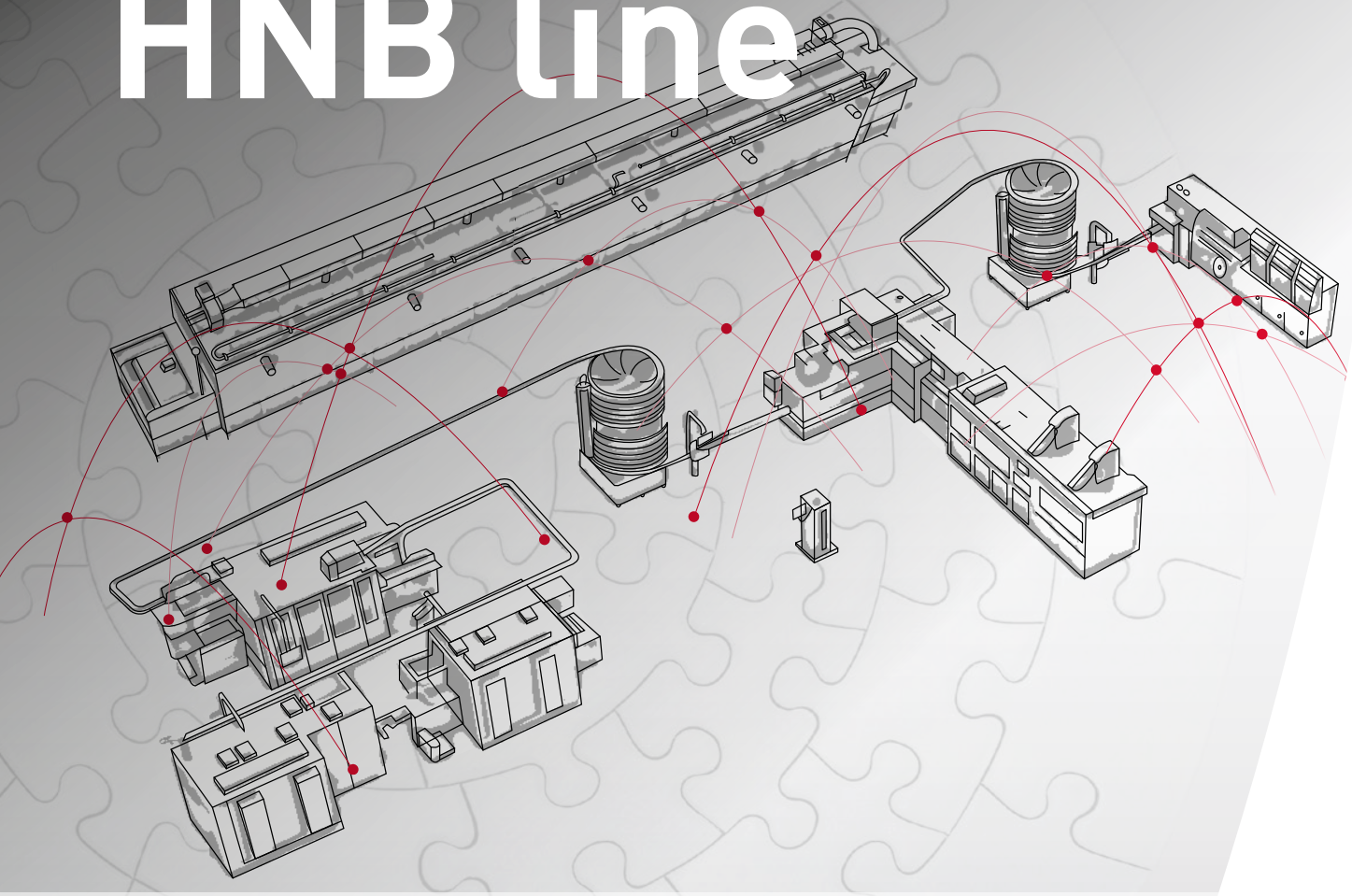
WORLD VAPE SHOW | WT Middle East | WORLD CIGAR DUBAI

THE WORLD MEETS IN DUBAI

NOTES

NOTES

Build your complete HNB line



The long-standing expertise in the conventional tobacco manufacturing has been tailored to build your complete Heat Not Burn line. Comas is the leading supplier of recon processing lines, G.D, Sasib and Molins provide a comprehensive multi-segment sticks making and packing lines and Cerulean completes the offer with precise testing equipment.

Visit us at Hall 1&2, Booth 2105

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