

Imperial Brands to spotlight cross-category strategy at TFWA Asia Pacific Exhibition



Vangelis Nikolopoulos, Imperial Brands Global Duty Free Regional Manager for Region East: "Strong partnerships are at the heart of our success"

Imperial Brands is set to return to the TFWA Asia Pacific Exhibition & Conference in Singapore, reaffirming its commitment to this crucial market and emphasizing the significance of a cross-category approach in driving growth within the travel retail tobacco sector.

Despite the slower-than-anticipated recovery of travel, the Asia Pacific region remains a pivotal market for travel retail and the tobacco category, according to Imperial Brands. To engage the modern consumer in Asia Pacific, it is essential to understand and offer the ideal product. With a consumer-centric focus and a challenger mindset, Imperial Brands is well positioned to support retail partners in the region by creating tailored offerings for adult consumers.

Imperial's diverse, cross-category product portfolio is designed to meet the needs of traveling consumers across various regions. Renowned brands such as Davidoff Cigarettes, along with popular names like Gauloises, West, Rizla, Golden Virginia, and Lambert & Butler, demonstrate the company's dedication to providing options that cater to every adult shopper's preferences.

At the Singapore event, Imperial will unveil its latest plans across its brand portfolio and highlight the crucial role of a comprehensive cross-category offering in maintaining the tobacco category's

traditional role as a driver of both footfall and conversion in travel retail.



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Vangelis Nikolopoulos, Imperial Brands Global Duty Free Regional Manager for Region East, commented, "The TFWA Asia Pacific event is a standout moment in the travel retail calendar, and we're excited to return to Singapore - a key hub for the region. Asia Pacific continues to be central to our travel retail growth strategy, and our priority is to work side by side with our partners to shape offers that meet the evolving expectations of adult consumers.

"Davidoff Cigarettes remains a premium flagship brand for us in the region, and we're looking forward to sharing what's next - not just for Davidoff, but across our entire portfolio. Strong partnerships are at the heart of our success, and we look forward to meaningful conversations about the future with our customers and peers in Singapore."

Lucy Alepochoriti, Imperial Brands Global Duty Free & Export Head of Corporate and Legal Affairs, added, "At Imperial Brands, we firmly believe that only through collaborative efforts with our business partners can we build a promising future for Travel Retail and Duty Free, as well as for our consumers. The TFWA Asia Pacific event offers a unique opportunity to stand alongside our partners and shape a bright future for travel retail together. We extend our gratitude to TFWA for organizing this exceptional event."

For more information, please visit the Imperial Brands stand at Number 2-C38 during the TFWA Asia Pacific Exhibition & Conference.