

Sabine Loos, Managing Director of Westfalenhallen Unternehmensgruppe

Message for World Tobacco Growers' Day

"On World Tobacco Growers' Day, we celebrate the people whose work forms the foundation of the tobacco industry.

Supporting their livelihoods and sustainable tobacco growing requires visibility. It requires understanding. Every day, the ITGA works to build that understanding.

This is why this year's slogan, 'OUR REALITY. OUR VOICE. OUR FUTURE.', resonates so strongly. The sector's future depends on understanding the realities growers face every day and giving due weight to their perspectives. Only by understanding their perspectives can we shape a strong future for this diverse and resilient industry together.

InterTabac contributes by providing a platform for the entire tobacco sector to exchange ideas, address challenges, explore opportunities and help shape the industry's future. Our valued cooperation with the ITGA helps give tobacco growers a strong voice on this platform, making their realities visible and bringing their perspectives on the sector's future into the conversation."