



**ITGA
AFRICA
REGIONAL
MEETING**
2nd to 5th July 2025
Lilongwe, Malawi

ITGA AFRICA REGIONAL MEETING

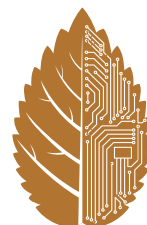
Lilongwe, Malawi 2025



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OF TOBACCO
STARTS HERE**



ITGA
International Tobacco Growers' Association



ITGA AFRICA REGIONAL MEETING

WELCOME NOTE

JOSÉ JAVIER ARANDA
(ITGA PRESIDENT)



Dear Members, Partners and participants

Welcome to the ITGA Africa Regional Meeting 2025.

We are truly pleased to connect with you for this important ITGA regional meeting. Africa holds a strategic position in the global agricultural landscape, and your countries play a critical role in shaping the future of our sector.

This regional gathering is not just a moment for updates—it is a key opportunity to strengthen our collective voice, share national experiences, and align our advocacy around the socio-economic value of our crop. As global dynamics continue to evolve, Africa's role as a cornerstone market becomes increasingly vital.

Our association's footprint in Africa has been built over the course of 41 years of dedication, partnership, and shared purpose. Throughout this journey, we have worked hand in hand with growers, institutions, and national stakeholders to uphold the value of the crop and the livelihoods it sustains.

This legacy reflects the strength and resilience of our African Members, who have consistently demonstrated leadership, commitment, and unity in the face of both opportunities and challenges. Your voices have been—and continue to be—central to ITGA's mission.

As we move forward, this meeting serves as a reaffirmation of our partnership and our shared responsibility to ensure that Africa's contribution to the sector is recognized, respected, and effectively represented on the global stage.

We look forward to the outcomes of the meeting's discussions and the steps we will take together in the months ahead.

José Javier Aranda
ITGA President



ITGA AFRICA REGIONAL MEETING

TAMA FARMERS TRUST



History & Key Facts:

As tobacco production expanded in the 1920s, the need for regulation grew. In 1926, the government established the Native Tobacco Board to oversee grower registration and buyer licensing. However, a market slump in 1927 prompted farmers to form the Nyasaland Tobacco Association (NTA) in 1929 to advocate for their interests. At the time, commercial farming was restricted to European settlers, while African farmers operated on a small scale, selling to larger producers and licensed buyers.

NTA soon collaborated with industry players to establish a tobacco auction system modelled after the American market. This effort culminated in the launch of Tobacco Auctions (Nyasaland) Ltd in 1938, with the first sale held in Limbe, Blantyre. Regulation continued, leading to the formation of the Tobacco Control Board in 1936 and further industry reforms in 1937.

As indigenous participation grew, burley tobacco farmers gained representation, prompting NTA to rebrand as the Tobacco Association of Malawi (TAMA) in 1983. In 1984, TAMA also became a founding member of the International Tobacco Growers' Association (ITGA), advocating for farmers amid increasing anti-tobacco campaigns.

In 2019, TAMA became TAMA Farmers' Trust to serve its members across various agricultural sectors. Now a voluntary organization funded by member contributions, it is governed by a 21-member council elected every four years. TAMA collaborates with agricultural stakeholders to address challenges like environmental sustainability and labour conditions.

TAMA Farmers Trust Objectives and Achievements:

- Fighting for reasonable tobacco market prices for the farmers
- Advocating for continued tobacco production until an alternative is found
- One of the six founding countries of the ITGA
- Establishment together with Ministry of Agriculture of ARET and Mwimba College of Agriculture
- Running a Tobacco Classification Scheme on Malawi markets (1984 – 2004)
- CSR: Synergies in fighting child labour (ECLT, ILO); Partnerships to fight HIV/AIDS pandemic; Tree planting activities
- Advocacy for diversification alongside tobacco
- Establishment of 49 cooperatives – as a vehicle for diversification
- Establishment of TAMA Hessian Scheme
- Establishment of a Tobacco Grading and Rehandling company

HISTORY OF THE ITGA



Prior to 1984, tobacco growers worldwide had no unified voice. This changed on November 26th of that year when farmers from Argentina, Brazil, Canada, Malawi, the U.S.A. and Zimbabwe agreed to form an organisation to promote and develop their common interests throughout the world. From that agreement emerged the International Tobacco Growers' Association (ITGA).

Recognising the need to give their arguments a collective voice, national grower organisations from Argentina, Brazil, Canada, Malawi, USA and Zimbabwe proceeded to found the ITGA in 1984.

The founder members have been joined by 18 other countries in the Association's worldwide membership.

The ITGA is financed by dues paid by member organisations and determined by the Board after approval of the operative budget.

There are three levels of membership which are chosen by members on joining the ITGA according to their own requirements and budgetary restraints.

The ITGA is run by a Board of Directors, comprising those members whose categories of

membership entitle them to be Directors of the Association. It is administered by a Secretariat based in Portugal, whose Chief Executive reports to the Chairman of the Board.

The ITGA facilitates open exchange on technical matters but does not provide direct commercial advice or assistance. ITGA's charter specifically excludes its participation in any activities relating to the management or commercial policies of any of its member organisations.

The ITGA is an organisation for the largest and smallest grower organisations. All tobacco growers are faced with similar threats, regardless of the size of their production. The ITGA's strength is in providing a collective voice for growers. Its influence is directly related to the number of members it can represent.

The ITGA's long-term aim is to represent the world's 100-plus grower nations to provide a strong collective voice on an international and national scale to ensure the long-term security of tobacco markets.

For non growers associations type of membership please contact: itga@tobaccoleaf.org



THE ITGA IN BRIEF OBJECTIVES

-
- Develop contact between tobacco growers around the world;
 - Combat anti-tobacco growing campaigns internationally and nationally;
 - Ensure that the legitimate interests of tobacco growers are adequately considered by national and international policy-makers;
 - Enhance information exchange on technical and market factors;
 - Publicise the socio-economic importance of tobacco in terms of employment, agricultural development and national economic benefits;
 - Present our arguments rationally and objectively as to safeguard the ITGA's position as a credible, visible, effective force in the public debate.
-



ITGA members must be interacting with state or non-state organizations, UN Agencies inclusive; as we together look at supporting livelihoods of the tobacco dependent masses. (...) Let institutions support each other as we endeavor to sustain or improve livelihoods of tobacco farmers”

(Abiel M. Kalima Banda - ITGA Former President, Malawi)

WORLD ASSOCIATION

our strength

ARGENTINA
AZERBAIJAN
BRAZIL
BULGARIA
CHINA
COLOMBIA
DOMINICAN REPUBLIC
KOREA
GREECE
INDIA
INDONESIA
ITALY
LEBANON
MALAWI
NORTH MACEDONIA
PAKISTAN
PHILIPPINES
TANZANIA
THAILAND
U.S.A
VIETNAM
ZAMBIA
ZIMBABWE

To Join

You can apply for membership by filling out the online application form available on our website www.tobaccoleaf.org. We will contact you as quickly as possible about your application. Alternatively, you can also contact us at our head-office, indicating the category of membership for which application is being made.



“The ITGA has a responsibility to assist in ensuring that farmers have a sustainable future in the farming business, even if it means growing less tobacco and more complementary crops where the demand for tobacco is declining.”

(François Van der Merwe - ITGA Former President, South Africa)



“Tobacco is a difficult but rewarding crop providing a dignified life for tens of millions of families in some of the poorest countries in the world or in poor regions of more developed countries. It employs millions of seasonal workers in agriculture, being one of the most important factors in the sustainable development of these countries and regions.”

(António Abrunhosa - ITGA Former CEO, Portugal)

MEMBERS



THE SOCIO-ECONOMIC FOOTPRINT OF TOBACCO PRODUCTION IN **MALAWI**



GDP
from tobacco
EXCEEDS



Source: UN Comtrade; TAMA Farmers Trust

IN

TOBACCO
CONTRIBUTES
50%
over
of the **FOREIGN**
EARNINGS



10%

WI'S
TOBACCO

DEPENDANT
ECONOMY
THE WORLD



Malawi
is the **WORLD'S**
LEADING
EXPORTER of
BURLEY TOBACCO



ITGA AFRICA REGIONAL MEETING 2025

ITGA AFRICA REGIONAL MEETING, JULY 2ND TO 5TH

2 JULY (WEDNESDAY):

18h00 Arrival of Delegates
Welcome Cocktail- Ufulu Gardens Hotel

3 July (THURSDAY):

Public Session at Bingu Wa Mutharika International Convention Centre (BICC)

08h30 – 09h00 Registration of Delegates
09h00 – 09h05 Master of Ceremonies – Protocol
09h05 – 09h20 Guest of Honour – Welcome Remarks
09h20 – 09h25 TAMA Farmers Trust – Welcome Remarks
09h25 – 09h30 ITGA – Opening Speech

GROUP PHOTO

09h40 – 09h45 **ITGA INSTITUTIONAL VIDEO**

Market Block
09h45 – 10h10 Ministry of Trade – Driving Trade Transformation in Malawi
10h10 – 10h30 ITGA – Global Leaf Market Overview
10h30 – 11h00 Euromonitor International – Global Nicotine Consumption, Focus on Africa
11h00 – 11h05 Survey

11h05 – 11h20 **COFFEE BREAK**

Regulations Block
11h20 – 11h50 Tamarind Intelligence – Regulatory Outlook, Focus on Africa
11h50 – 12h45 Panel on EU Regulations – Impact on Africa, WHO COP 10 Outcome and COP11 Expectations
ITGA, Alliance One, Universal Leaf
12h45 – 12h50 Survey

12h50 – 13h50 **LUNCH**

13h50 – 15h20 **Agricultural Labour Practices Overview**
ECLT Foundation, ARET Malawi, International Agencies

15h20 – 15h35 **COFFEE BREAK**

Meeting Discussion (Open to the Audience)
15h35 – 16h35 Survey Results, Q&A, Key Takeaways
16h35 – 16h45 Closing Remarks

4 JULY (Friday):

08h00 – 12h00	Field Visit
	Closed Session (Ufulu Gardens Hotel)
14h00 – 14h05	Welcome Speech
14h05 – 14h30	Finance Committee
14h30 – 15h50	Country Reports: <ul style="list-style-type: none">MalawiTanzaniaZambiaZimbabwe
15h50 – 16h05	COFFEE BREAK
16h05 – 16h35	Strategy Definition for the ITGA Africa Region
16h35 – 16h50	Debate
16h50 – 16h55	Closing Remarks

5 JULY (Saturday):

Departure of Delegates

Save the Date!

InterTabac 2025

World's Largest Trade Fair
for Tobacco Products
and Smoking Accessories

18 – 20
September
Messe
Dortmund
Germany



www.intertabac.com

inter
tabac



KEYFACTS

INTERTABAC

INTERSUPPLY



- 800+ exhibitors
- 70 countries represented
- 14.500 visitors
- Total area of 67.000m²
- World's biggest fair for tobacco products
- Bringing together market leaders and industry representatives from all sectors



International Tobacco Growers' Association

**PARTNERS IN EXCELLENCE
TOBACCO IS OUR BUSINESS**

ITGA ANNUAL GENERAL MEETING

**18th to 20th September 2025
Dortmund, Germany**

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ITGA
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ITGA SUPPORTED BY



Universal Leaf



AllianceOne



ITGA 2025 Africa Regional Meeting (Lilongwe, Malawi) Market Block Survey



ITGA 2025 Africa Regional Meeting (Lilongwe, Malawi) Regulations Block Survey



Notes

ITGA
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TING



ITGA PROMOTES **BEST PRACTICES.**

THROUGH ITS DIFFERENT
PLATFORMS IN ORDER TO:

- Keep growers updated about market evolution and future demand
- Help growers balance the supply and demand of tobacco to avoid over production
- Help growers make better choices respecting their environment
- Help growers find ways to improve work conditions and avoid child labour practices
- Help growers, through our exchange of information, meet new approaches of farming towards sustainability

📍 Av. 1º de Maio nº 99 - 1º dto.
6000-086 Castelo Branco
Portugal
☎ +351 272 092 583

🌐 tobaccoleaf.org
itgaevents.com
atlas.tobaccoleaf.org

🌐 [itga-tobaccoleaf](https://www.linkedin.com/company/itga-tobaccoleaf/)
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📺 [ITGA org](https://www.youtube.com/channel/UCITGAorg)



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