

THE FUTURE
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ITGA
International Tobacco Growers' Association

**ITGA
AMERICAS
REGIONAL
MEETING**
24th to 26th April 2025
Jujuy, Argentina



Tobacco Sector in the Americas Gathers in Jujuy, Argentina at ITGA Regional Meeting

Jujuy, Argentina – April 2025

The International Tobacco Growers' Association (ITGA) convenes this week in **Jujuy, Argentina**, bringing together tobacco growers' associations from across the Americas for its Regional Meeting. The event reflects a renewed commitment to unity and cooperation among the region's producers amid growing regulatory and market challenges.

Prior to the meeting in Jujuy, representatives from national growers' associations of the Americas participated in a preparatory session in **Buenos Aires**, hosted by the **Government of Argentina**. The goal was to strengthen regional collaboration between tobacco-producing countries.

“It is very important that we, as tobacco growing countries, create a platform of mutual collaboration,” stated **José Aranda, President of ITGA**. “Argentina is a country that has historically supported the sector, and we are proud of that.”

One of the key participants in the ITGA Delegation was **Afubra**, the Brazilian Tobacco Growers Association, represented by its **President, Marcilio Drescher** and **Treasurer, Fabricio Murini**. As the world's leading tobacco exporter and second-largest producer, Brazil once again took center stage. Celebrating a significant milestone, Afubra marked its 70th anniversary last month—honouring a legacy of key socio-economic contributions to the Rio Grande do Sul region.

The session on **April 24** was officially opened by the **Minister of Economic Development and Production** of the **Province of Jujuy, Juan Carlos Abud Robles** who spoke on behalf of the **Governor of Jujuy Province Carlos Sadir** noted: “Tobacco has long played a vital role in our region, creating jobs and accelerating the wheels of our economy. For this reason, the provincial government remains committed to supporting tobacco production.”

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The **hosts** from **Cooperativa de Tabacaleros de Jujuy (CTJ)** added: “Cooperativa de tabaco of Jujuy is pleased to receive the ITGA Delegation and host the Americas Meeting. CTJ has long been committed to serving the best interests of our growers. Today, after more than fifty years of dedication and resilience through many challenges, we take pride in hosting this important meeting and continuing to work diligently toward bringing success and prosperity to our cooperative.”

Argentina continues to play a key role in the ITGA’s development. As a founding member, the country has been instrumental in maintaining the strength of the association, which celebrated its 40th anniversary in November 2024.

In his address, **ITGA President José Aranda** reaffirmed his commitment to the association: “I am proud to know that from my country we have worked to keep this organization strong and united. I was honoured to see that the majority of ITGA member associations supported my re-election. I want to emphasize the importance of collaboration across the value chain because without it, the sector has no future. Do not underestimate the value of the grower.”

The opening was followed by a **Market Panel**. **Erwin Henriquez, Head of Nicotine Research at Euromonitor International**, provided a global overview of consumption trends, noting that the nicotine market remains stable worldwide. He emphasized that growth in the Americas is being fuelled primarily by vapor and heated tobacco products in Latin America, while the US cigarette market continues its downward trajectory amid growing concerns over illicit trade across the region. Adding to the outlook, **Ivan Genov, ITGA Manager of Tobacco Industry Analysis**, highlighted that the current global undersupply of tobacco leaf is expected to ease in the upcoming season, as many leading producing countries are significantly increasing their production levels.

A subsequent panel discussion on regulation was moderated by **ITGA CEO Mercedes Vázquez**, with the participation of **Michiel Reerink, Alliance One International, International Affairs Director and Managing Director**, who shared updates on the latest global policy developments. "Let us not underestimate the power of the anti-tobacco narrative. It is increasingly shaping public opinion—often without solid evidence to back it. If we fail to actively engage and respond to what is being said about our sector, that narrative risks becoming accepted as truth by the broader public."

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As Brazil begins its preparations for **COP11**, the sector remains vigilant and united in defence of tobacco growers' rights. The industry has already committed to being present in **Geneva** this **November**, actively monitoring the evolution of the discussions.

“We cannot understand how the official Brazilian delegation to COPs are the ones flagging the most radical anti-tobacco movement. In the rest of the world, we see Brazil and Afubra as a remarkable example to follow. They have been pioneers in many socio and environmental initiatives,” said **José Aranda, President of ITGA**.

The meeting concluded with a shared resolution to strengthen regional coordination in defence of growers' interests. The **Dominican Republic**, through the **Executive Director of INTABACO, Iván José Hernández Guzmán**, sent a warm message reaffirming the country's support for ITGA and its role in national and regional discussions.

Follow ITGA Events webpage: <https://www.itgaevents.com/> and Social Media handles @TobaccoGrowers on X and itga-tobaccolleaf on LinkedIn for latest updates

For more information, please contact:

ITGA Secretariat

Email: itga@tobaccolleaf.org

Phone: +351 272 092 583