



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

ITGA AMERICAS REGIONAL MEETING

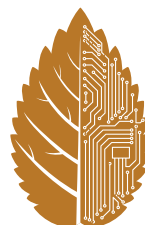
Jujuy, Argentina 2025



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OF TOBACCO
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WELCOME NOTE

JOSÉ JAVIER ARANDA
(ITGA PRESIDENT)



Dear Members, Partners, and distinguished Guests,
Welcome to the ITGA 2025 Americas Meeting.

It is with great pleasure that we welcome you once again to Argentina. This year, the meeting is being kindly hosted by our Members from the Jujuy Tobacco Cooperative, and with this note on behalf of our Members, I thank them for their unwavering collaboration and commitment to the ITGA over the past 40 years.

On this occasion, I would like to highlight the invaluable contribution of the Founding Members of the ITGA. Argentina is proudly represented by Cooperativa de Jujuy, Cámara y Cooperativa de Salta, and Cooperativa de Tabaco de Misiones. We are also honored to have representatives from two of the six other founding countries—Brazil (Afubra) and the United States (Burley Stabilization Corporation). Moreover, Colombia, another longtime Member and Partner of ITGA is represented here through FEDETABACO. On behalf of all members, I extend my heartfelt thanks to them for their strong commitment to ensuring that the voice of the world's tobacco producers continues to be legitimately represented through the ITGA.

This meeting will explore the key factors currently influencing tobacco market dynamics, with a specific focus on the Americas Region—North, Central, and South. We are privileged to host expert speakers who will provide valuable insights into the most favorable strategies to ensure the long-term sustainability and continuity of our sector.

I trust that the discussions and exchanges over the coming days will be productive, insightful, and enriching for us all.

To each and every one of you—welcome, and thank you for being here.

Warm regards,

José Javier Aranda
ITGA President

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@tobaccolleaf.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

ARGENTINA

Argentina

produces approximately



80

MILLION KG
OF TOBACCO



TOBACCO LEAF exports generate

more than



SALTA AND JUJUY (FC Virginia) AND MISIONES (Burley)

ARE THE

PRINCIPAL TOBACCO

growing regions

ITGA AMERICAS REGIONAL MEETING 2025

ITGA AMERICAS REGIONAL MEETING, APRIL 23rd TO 26th

23 APRIL (WEDNESDAY):

19h00 Arrival of Delegates
Welcome Cocktail

24 APRIL (THURSDAY):

08h00 – 08h30 Public Session
08h30 – 08h35 Registration of Delegates
08h35 – 08h50 Master of Ceremonies – Protocol
08h50 – 09h00 Governor CPN Carlos Sadir- Welcome Remarks
09h00 – 09h10 Host – Cooperativa de Tabacaleros de Jujuy – Welcome Remarks
09h10 – 09h20 José Javier Aranda, ITGA President, Opening Speech
GROUP PHOTO
ITGA INSTITUTIONAL VIDEO
Market Block
09h20 – 09h50 Ivan Genov – ITGA Manager Tobacco Industry Analysis
– Global Market Overview
09h50 – 10h20 Euromonitor International – Global Nicotine Consumption,
Focus on the Americas
10h20 – 10h30 Q&A
10h30 – 10h45 COFFEE BREAK
Regulations Block (Discussion open to the participating public)
10h45 – 11h45 Panel on Global, Regional and Local Tobacco Regulations Impacting the Sector
Mercedes Vázquez, ITGA CEO
Michiel Reerink, Alliance One International Affairs Director
and Managing Director
11h45 – 13h00 LUNCH
Closed Session
13h00 – 13h05 Welcome Speech, José Javier Aranda, ITGA President
13h05 – 13h30 Finance Committee
13h30 – 15h30 Country Reports:
Argentina – Salta, Jujuy, Misiones
Brazil
Colombia
USA
15h30 – 15h40 COFFEE BREAK
15h40 – 16h10 Strategy Definition for the ITGA Americas Region
16h10 – 16h25 Debate
16h25 – 16h30 Closing Remarks, José Javier Aranda, ITGA President

25 APRIL (FRIDAY):

Visit to Facilities and Country Site in Jujuy (ends at lunch time)

26 APRIL (SATURDAY):

Departure of Delegates

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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





Notes

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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

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🌐 tobaccoleaf.org
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atlas.tobaccoleaf.org

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



International Tobacco Growers' Association