



EXHIBITION B2B

ΙΟΑΝΝΑ ΚΑΜΑΡΙΝΟΠΟΥΛΟΥ
Public Relations Manager
ΚΑΡΕΛΙΑ Α.Ε.



«Ενισχύοντας την εξαγωγική σας
δραστηριότητα:

Πώς να αποκτήσει αξία η συμμετοχή σας σε
διεθνείς εκθέσεις»

WHY ARE YOU GOING?







WHAT DO YOU STAND FOR?



BAY 6




KARELIA

Omé

 KARELIA

 KARELIA

EXPO
EXHIBITION
BIH



PRODUCTS AND PEOPLE





















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PROMOTE YOUR BRANDS



TOBACCO FEATURE

TFWA ASIA PACIFIC EXHIBITION & CONFERENCE TUESDAY 10 MAY 2016

KARELIA IS DISPLAYING THE FOLLOWING BRAND FAMILIES THIS WEEK AT ITS NEW STAND (BASEMENT 2 C34): GEORGE KARELIAS AND SONS, KARELIA SLIMS, OMÉ AND AMERICAN LEGEND.



across all categories, while still retaining its appeal to the Chinese. Karelia Tobacco Company (Basement 2 C34) prides itself on offering a balanced portfolio of successful brands

designed to meet all customer tastes, ranging from the sophisticated Omé super slims lipstick formats, and the Karelia Slims line, to the exceptional quality tobaccos of George Karelias and

Sons for luxury segment connoisseurs. Karelia's new exclusively designed customised and tailored gondolas and wall units can be seen at many airport outlets around the world, including the Far East.

"Smart, clean, eye-catching presentation is a must at locations where the passenger may only spend minutes in the shop before heading for the gate. We see the continuing trend towards premium-driven tobacco products in the Asia Pacific market where price is less of an issue

need to adapt their shops and suppliers are forced to see their products appearing in separate corners dedicated to tobacco products," said Gryson. "Depending on the different markets, the European Tobacco Products Directive has a huge impact on how the manufacturers will have

still keep a nice selection in their most important airports." Keeping the lines of communication open is helping suppliers stay proactive rather than responsive. "It is always important to keep close contact with our travel retail operators when it comes to regulatory issues that



SINGAPORE
08
12
MAY
2016





Your Invitation to The World of Omé

Karelia cordially invites you for a visit on the occasion of TFWA WORLD EXHIBITION OCTOBER 21 - 26, 2012, to introduce you to our rapidly developing Omé super slims range and other world-class brands.

STAND:
BAY VILLAGE (6)

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**GET YOUR
DOCUMENTATION
RIGHT**



**MURPHY'S LAW:
WHATEVER CAN GO WRONG
WILL GO WRONG**






KARELIA

Omé

 KARELIA

 KARELIA

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TARGET YOUR CUSTOMER BASE







EXHIBITION
BIH



FOLLOW UP AFTER THE SHOW





BRAND THE WORLD



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KARELIA

FINE TOBACCOS SINCE 1888