



TFWA Asia Pacific Preview

Imperial Tobacco stays optimistic for region and focuses on new Davidoff Cigarettes

Imperial Tobacco will focus on the new look Davidoff Cigarettes at this year's TFWA Asia Pacific show (J1).

The new Davidoff pack design is the unmistakable symbol of today's cosmopolitan style with its minimalist new look, selected materials, unique colouring and vibrant pearlescent finishing. A brush steel band dynamically frames the pack, drawing attention to its bevel edge form.

New style, same excellent taste: Imperial's dedication to absolute perfection guarantees a premium tobacco suitable for a cigarette bearing the name of Zino Davidoff.

To support the introduction of the new look Davidoff Cigarettes, Imperial Tobacco has developed a range of communication tools, in addition to Above The Line media messaging, running in key airports now and throughout the summer. This includes a strong image promotion, along with a high profile GWP combined with various POS materials.

Despite a difficult year in travel retail, Imperial Tobacco remains optimistic for future growth in Asia Pacific. 'Over the past year, the duty free business in Asia Pacific has definitely been affected with passengers numbers down and consumer spending tending to be on the conservative side in comparison to previous years. However, we continue to have many areas of development and growth. China in particular is seen as having long term development potential and is driving growth in the region,' says Kris Kang (Trade Marketing Manager Asia / Pacific).

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