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PLXSUR DRIVES AWARENESS, EDUCATION AND UNDERSTANDING AROUND VAPING AT WORLD VAPE SHOW

- Joe Dunne, Director of Hale Vaping, the leading vaping company in Ireland, is participating in the conference; and
- UEG, the leading vaping wholesaler and distributor in Benelux and Pro Vape, based in Latvia and has one of the fastest growing portfolios of vaping brands in Europe, are among this edition's exhibitors

Nigel Hardy, the Chief Executive Officer of Plxsur, a group of leading independent vaping companies shaping the future of vaping, is calling on the international vaping community to step up efforts to drive awareness, education and understanding around vaping as countries around the world continue to pave their way towards a smoke-free future.

Attending the World Vape Show at Dubai World Trade Centre this week, Nigel said:

"It's very exciting to be among the industry's leading innovators, retailers, and public health professionals this week, and coming together in unison underlines how rapidly the market for safer alternatives to cigarettes is growing.

The World Vape Show provides us with the chance to look at the vaping sector through an international lens, focusing on education around the harm reduction potential, the ongoing efforts towards tackling youth access and the environmental impact of disposable devices. With its size and geographic footprint, Plxsur has extensive market and customer understanding to help shape a future where vaping is better understood in society and to empower smokers to make well informed choices.

At Plxsur, we are excited by the opportunity to raise the bar for industry standards across the world to keep consumers safe. There is a lot of good work being done in the regulatory space, with positive examples set by Public Health England in the UK and here in the UAE where the government has played an exemplary role in halting the online sale of unregulated vaping devices. However, it is not enough for governments to be working in isolation; to create lasting and impactful changes that will ensure product quality, safety and responsible access, there needs to be a concerted effort from industry working together with governments and health bodies globally. With already eight companies in the group, representing major markets, Plxsur has a louder, collective voice – and the ability to convene the industry – which positions us to deliver on this critical part of the ambition we have set for ourselves."

Martin Miller, the Chief Commercial Officer of Plxsur, who is also attending with Nigel this week said:

"I am pleased to be in Dubai for the World Vape Show, now in its third year. For me, this provides the chance to network with the best-in-class entrepreneurs from all over the globe and hear about their journeys and plans. Now with my Plxsur hat on, we will be interested in meeting new companies in addition to immersing ourselves and learning about the latest innovations and industry trends. This event is also a fantastic platform for our group of companies to come together, share learnings and discuss global collaborations whilst we remain focused on making a difference by disrupting the industry for the better."



Set to moderate the panel discussions tomorrow, Joe Dunne, Director of Hale Vaping Ireland, commented:

“Conversation and collaboration are essential for delivering change. As moderator I’ll be encouraging honest conversations and thought-provoking questions, diving deep into the challenges around ethical marketing, how the industry is working towards the SDG goals plus discussing with my co-panellists the latest trends in customer communication, product development and the new supporting tech emerging on the horizon.”

Tony de Hond, co-founder of UEG Holland, said:

“I am looking forward to meeting all our partners and colleagues at the World Vape Show. This expo shows us how other markets are evolving and how consumer preferences that are shaping demand. Our goal is to gather insights and share experiences and knowledge. Our team, representing our e-liquid manufacturing company Millers Juice, is on booth 6170.”

Edzus Picka, co-founder and board member of Pro Vape, said:

“This is arguably the industry’s biggest event and provides an excellent opportunity to engage with experts from around the world. I believe that by coming together, industry stakeholders can accelerate consumer wellbeing and ethical principles, two main aspects critical to the development of the vaping sector. From product innovations, ideas on sustainability to discussions on compliance and standards – it’s fantastic to see a showcase of our collective efforts and immerse in what is a highly stimulating environment.”

Founded in March 2023, Plxsur is on track to becoming the world’s largest independent group of vaping companies. Currently there are eight companies in the group – which are all leaders in their markets: Hale Vaping (Ireland); UEG (Holland); Nobacco (Greece); Pro Vape (Latvia); Puff (Italy); Dampshop (Belgium); Ritchy (Czech Republic); and Vape Empire (Malaysia). Their shared vision is to shape the future of vaping and save lives of those impacted by smoking.

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