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At InterTabac, Tobacco Europe calls on the EU Commission for targeted interviews ahead of TPD3

Secretary General Nathalie Darge on stage: “We need to inform about the different risks associated with different products. From the Commission, we expect more involvement”

“We expect a TPD3 proposal by the end of the year, but **more stakeholder involvement is needed**”. That was, in a nutshell, the main message conveyed by Nathalie Darge, Secretary General at Tobacco Europe, on Wednesday **15 September at InterTabac, NUBIZ and InterSupply** in Dortmund, Germany, one of the main international tobacco and nicotine products trade fairs. The fair comes as EU institutions are revising the Tobacco Regulatory framework, from marketing to excises, **with a new Tobacco Products and Tobacco Advertising Directive draft proposal expected by the European Commission by the end of 2026**.

In this context, the panel “Where Does It All End Up? Can Europe Maintain a Coherent Tobacco & Nicotine Market?” was instrumental in understanding the importance of legal certainty supported by scientific evidence. “In the EU regulations there will always be a trade-off between Member States’ flexibility in implementing rules and the need for a harmonised approach that brings clarity to businesses on legal requirements” Nathalie Darge explained “this ‘tension’ is even more evident in the rapidly evolving tobacco and nicotine products sector. In view of the new regulatory framework, **it is important we continue informing about the different levels of risks associated with products such as cigarettes, vapes, nicotine pouches and heated tobacco products. Unfortunately, on this point we continue to witness superficial messages in the public debate**, especially from public institutions. We firmly believe that by placing all the products in the same basket we will not achieve the objective of reducing smoking prevalence among Europeans”.

On stage, **Darge illustrated step by step the next phases of the TPD review, from the ongoing interservice consultation to the publication of the first draft, expected by the European Commission at the end of 2026**. The draft will be followed by a period of stakeholder feedback, a critical moment to express our opinion on the text. After that, negotiations with Parliament and Council will begin and continue for approximately 18 to 24 months.

We call on the European Commission to hear our voice and to invite us to targeted interviews. The framework that will regulate our sector cannot be drafted **without engaging with the actors that hold the latest available data and evidence.**

We will continue working for a proportionate, evidence-based directive.

What is InterTabac

From 15 to 17 September 2026, Dortmund once again became the meeting point for the international tobacco and NGP industry. As the world's leading trade fair, InterTabac, NUBIZ and InterSupply brings together around 750 exhibitors from around the world, connecting manufacturers and distributors with international top decision-makers. More than 80 percent of the exhibiting companies come from abroad. Last year the trade shows were attended by 14.500 visitors – half of whom were international.

About

Tobacco Europe is a non-commercial association which was formed to represent the common views of major European-based tobacco & nicotine products manufacturers. Our three Full Members are British American Tobacco, JT International & Imperial Brands.