



PCA CONNECT ASIA
- HONG KONG -
4-5-6 DECEMBER 2026



PROFESSIONAL EDUCATION, REGULATORY ADVOCACY, INDUSTRY AWARENESS & STRENGTHENED INTERNATIONAL COLLABORATION

A strategic partnership between Premium Cigar Association, The Cigar Academy & Cigraal Ltd.

www.pca-connect-asia.com

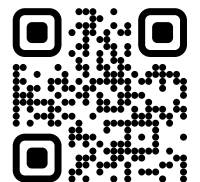


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PROGRAMME

Event	Date & time	Location
Welcome Cigar Cocktail	Friday 4 December 7pm > 9pm	Bertie Cigar Lounge
Industry Stakeholders Gathering	Saturday 5 December 11am > 12.30pm	Bertie Cigar Lounge
In-Conversation Panel	Saturday 5 December 3pm > 5pm	Murray Hotel
Gala Dinner	Saturday 5 December 8pm > 11pm	Island Shangri-La Hotel
After-Party	Saturday 5 December 11.30pm > Late	Cassio Social Club
Farewell Lunch	Sunday 6 December 12pm > 3pm	Duddell's Restaurant

Please reserve your space on www.pca-connect-asia.com
(or scan the QR code)



The Island Shangri-La is offering a special room rate:
- Deluxe Peak View Room: US\$ 282++ for room only | US\$ 320++ including breakfast
- Grand Premier Peak View Room: US\$ 320++ for room only | US\$ 359++ including breakfast

Please quote 'Cigraal-PCA' in your booking



PCA CONNECT ASIA PRESENTED BY



Founded in 1933 as the Retail Tobacco Dealers of America, the Premium Cigar Association (PCA) is the largest, most active, and longest-running trade association which represents specialty tobacco retailers, and supports manufacturers and partners in the industry. PCA's mission is to support, protect and advance the premium cigar industry through education, collaboration and leadership—ensuring its continued strength for generations to come.

The Cigar Academy was founded with the mission to safeguard, nurture and disseminate the rich artisanal heritage and traditional knowledge of cigar making. A leading educational platform powered by advanced learning technology, it stands as the premier source of cigar education, offering a rigorous curriculum certified by legendary cigar makers. The Cigar Academy Certificate is the most internationally recognized cigar education degree.



Established in 2015, Cigraal provides commercial development, distribution and promotion of New World cigar brands and tobacco products in Asia-Pacific, Middle East, Africa & Europe. With a thorough knowledge of the cigar universe from the producing countries all the way through to the global distribution markets, Cigraal is a hybrid company which also owns Bertie cigar lounges in Hong Kong & Cambodia, Confidencial cigars & Totem accessories.



Joshua Habursky
CEO
PCA



Ricardo Carioni
Director International
Affairs & Education
PCA



Eric Piras
Founder
Cigraal



Antoine Riberet
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www.premiumcigars.org | www.thecigaracademy.com | www.cigraal.com

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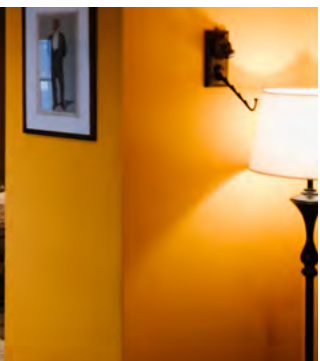
WELCOME CIGAR COCKTAIL

FRIDAY 4 DECEMBER 2026
7PM > 9PM

Welcoming all participants of the 'PCA Connect Asia' summit (Asia-Pacific distributors, retailers and brand owners) in Bertie, to enjoy cigars and meet or reconnect around a glass (or a few). Cigars and nibbles will be provided.

Bertie Cigar Lounge

Proud holder of the Cigar Journal Trophy of 'Best Cigar Lounge in Asia 2024', Bertie is located in the heart of Central (next to nightlife spot Lan Kwai Fong) and offers the largest selection of New World cigars in Hong Kong.



DRESS CODE: BUSINESS ATTIRE

BERTIE CIGAR LOUNGE

4th floor, Duke Wellington House, 14-24 Wellington Street, Central
www.bertie-hk.com | Whatsapp: +852 6051 1668



INDUSTRY STAKEHOLDERS GATHERING

SATURDAY 5 DECEMBER 2026

11AM > 12.30PM

An informal gathering helmed by Joshua Habursky (CEO of the PCA), alongside Ricardo Carioni (Director of International Affairs & Education) open to industry stakeholders who want to exchange with a respected lobbyist on tobacco restrictions, advocacy and regulations in their respective countries.

Updates on other regions of the world will be shared, as well as strategy advocacy to help navigate regulatory frameworks.

Confidential cigars will be provided, along with tea, coffee & water.



DRESS CODE: BUSINESS ATTIRE

BERTIE CIGAR LOUNGE

4th floor, Duke Wellington House, 14-24 Wellington Street, Central
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IN-CONVERSATION PANEL

SATURDAY 5 DECEMBER 2026

3 PM > 5 PM

Moderated by Joshua Habursky & Ricardo Carioni, this 'fireside chat' will be held on the top of the Murray hotel, with an amazing view over Hong Kong.

Expect a panel of cigar heavyweights to exchange about the industry challenges, market trends and news. This is also an excellent opportunity to hear viewpoints that are specifically about advocacy in the Asia-Pacific region.

A selection of cigars will be provided, along with tea, coffee & water.



DRESS CODE: BUSINESS ATTIRE

THE MURRAY HOTEL - ROOFTOP

Popinjays, Rooftop, The Murray Hotel, 22 Cotton Tree Drive, Central, Hong Kong
www.niccolohotels.com/en/the-murray-hong-kong | Tel: +852 3141 8888



GALA DINNER

SATURDAY 5 DECEMBER 2026
8 PM > 11 PM

Join the elite for this exclusive cigar gala dinner on the highest floor of the Island Shangri-La, where leading passionados gather to celebrate cigar culture alongside an exceptional gastronomic menu crafted by the hotel's master chefs.

This stunning evening promises a curated journey through exceptional tobaccos and exquisite culinary pairings, set against the backdrop of Asia's most dynamic luxury scene.

Dinner will end with fine rums & whiskies; perfect crescendo to an unforgettable night of sophistication and camaraderie.



DRESS CODE: BLACK TIE

THE ISLAND SHANGRI-LA - ROOFTOP

56th floor Rooftop, Island Shangri-La, Supreme Court Road, Admiralty, Hong Kong
www.shangri-la.com/hongkong/islandshangri-la | Tel: +852 3141 8888



AFTER-PARTY

SATURDAY 5 DECEMBER 2026
11.30PM > LATE

Time to let your hair down... or up! Cassio's outdoor terrace will welcome us for an after-party of delightful sounds and fantastic cigars.

Nestled in the heart of Central's Lan Kwai Fong district, Cassio has been a cornerstone of the city's nightlife for the last 8 years.

It has evolved into a versatile space that blends the energy of a nightclub with the sophistication of a social lounge offering a space that caters to every mood and occasion.



DRESS CODE: BLACK TIE

CASSIO SOCIAL CLUB

2nd floor, 33 Wyndham Street, Hong Kong
www.cassiosocialclub.com | Tel: +852 3792 0129



FAREWELL LUNCH

SUNDAY 6 DECEMBER 2026

12PM > 3PM

As this weekend is all about cigars, we invite you to savour a selection of amazing cigar brands while lunching in Duddell's exclusive outdoor lounge.

Duddell's, a one-Michelin-starred restaurant, serves exquisite Cantonese cuisine on a lush terrace in the heart of the business district.

This refined Cantonese lunch includes fresh and unlimited dim-sum served to the table, along with free-flow Veuve Cliquot Brut, Bellini, Negroni, Mimosa, Aperol Spritz, Espresso Martini, beers, house red/white/rosé wine and soft drinks!



DRESS CODE: SMART CASUAL

DUDELL'S

Garden Terrace of the Upper Room, Level 4, Duddell's, 1 Duddell Street, Central, Hong Kong
www.duddells.co | Tel: +852 2525 9191



ISLAND SHANGRI-LA PARTNER HOTEL

Experience the height of Asian hospitality at one of Hong Kong's most prestigious location; recognised globally on the Condé Nast Gold List and Tatler's 101 Best Hotels guide.

Rising to a commanding 56 floors, the Island Shangri-La Hong Kong provides a peaceful escape in the very heart of Hong Kong. Sweeping views of the iconic skyline, the Peak or Victoria Harbour are a constant source of inspiration in the 544 rooms and suites, each brimming with graceful Asian-inspired décor.

The Gala Dinner will be held in the Island Shangri-La; Bertie, the Murray & Duddell's are within 10 minutes by taxi.



The Island Shangri-La is offering a special room rate:

- Deluxe Peak View Room: US\$ 282++ for room only | US\$ 320++ including breakfast
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SPONSORSHIP OPPORTUNITIES

'PCA Connect Asia' offers a variety of sponsorship opportunities so you can decide which channels will help you reach your goals and get the most brand exposure to fit your budget.

Below are a few possibilities:

EVENT

Welcome Cigar Cocktail sponsor
In-Conversation Panel sponsor
Gala Dinner sponsor
After-Dinner Party sponsor
Farewell Lunch sponsor

WEBSITE

Digital banner on the landing page
Digital banner on any other page

EVENT MAGAZINE

The print magazine will be distributed to all attendees & the digital version will be sent to PCA database
Full-page ad
Edito about your brand or cigar lounge

For prices and availability, please contact:

Joshua Habursky | Joshua@PremiumCigars.org

Ricardo Carioni | Ricardo@PremiumCigars.org

Updated information on www.pca-connect-asia.com



LOOKING FORWARD TO SEEING YOU
IN HONG KONG!



WWW.PCA-CONNECT-ASIA.COM

A strategic partnership between Premium Cigar Association, The Cigar Academy & Cigraal Ltd.