



**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](http://www.pca-connect-asia.com)



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**PCA Connect Asia** is an exclusive, invitation-driven gathering of cigar manufacturers, distributors, retailers, duty free and hospitality operators, and industry leaders across Asia-Pacific and beyond.

Built on PCA's global leadership that brings together thousands of professionals and 250+ manufacturers worldwide, this event extends a powerful ecosystem - now focused on unlocking growth in Asia's most dynamic markets.

**PROGRAM**

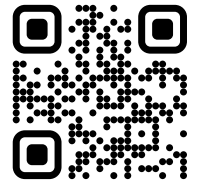
Event	Date & time	Location
Welcome Cigar Reception	Friday 4 December 7pm > 9pm	Bertie Cigar Lounge
Industry Stakeholders Gathering	Saturday 5 December 11am > 12.30pm	Bertie Cigar Lounge
In-Conversation Panel	Saturday 5 December 3pm > 5pm	Murray Hotel
Gala Cocktail	Saturday 5 December 6.30pm > 8pm	Island Shangri-La 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

**PCA Connect Asia** is priced at US\$ 500 per person, including all events and networking opportunities.

Please express your interest by completing the registration form on [www.pca-connect-asia.com](http://www.pca-connect-asia.com)

(or scan the QR code)

Applications will be evaluated and applicants will be contacted individually.



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

US\$ 320 to US\$ 385 per night (based on room category) + 10% service charge + 3% accommodation tax

Breakfast is available at US\$ 39 + 10% service charge + 3% accommodation tax

Contact: Agnès Caër-Piras | [agnes@calamansi-designs.com](mailto:agnes@calamansi-designs.com) | +852 9168 1502



## 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**  
General Manager  
Cigraal

[www.premiumcigars.org](http://www.premiumcigars.org) | [www.thecigaracademy.com](http://www.thecigaracademy.com) | [www.cigraal.com](http://www.cigraal.com)

[www.pca-connect-asia.com](http://www.pca-connect-asia.com)

Questions? Please contact Agnès Caër-Piras | [agnes@calamansi-designs.com](mailto:agnes@calamansi-designs.com) | +852 9168 1502



## WELCOME CIGAR RECEPTION

FRIDAY 4 DECEMBER 2026  
7PM > 9PM

Welcoming all participants of the 'PCA Connect Asia' summit 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](http://www.bertie-hk.com) | Whatsapp: +852 6051 1668



## INDUSTRY STAKEHOLDERS GATHERING

SATURDAY 5 DECEMBER 2026

11AM > 12.30PM

A formal 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 their peers and a respected lobbyist on tobacco restrictions, advocacy and regulations in their respective countries.

### Topic: **Asian countries tobacco regulations**

Overview of individual Asian markets (health warning, tax system, registration, new regulations...) followed by discussions on plain packaging, new regulations, lobbying actions & best practice exchange.



DRESS CODE: BUSINESS ATTIRE

### **BERTIE CIGAR LOUNGE**

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



## 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.

Topics: - **Decoding Japan's cigar market** (3pm - 3.45pm)  
- **Realities of Mainland China's premium cigar market** (3.45pm - 5pm)

Panel features renowned experts and industry leaders, who will share invaluable insights and comprehensive expertise.



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](http://www.niccolohotels.com/en/the-murray-hong-kong) | Tel: +852 3141 8888



## GALA COCKTAIL

SATURDAY 5 DECEMBER 2026  
6.30PM > 8PM

Begin the evening with an exclusive cocktail reception in the elegant confines of the Shangri-La's Lobster Bar, where distinguished guests gather to toast the art of fine living against the breathtaking panorama of Victoria Harbour and its magnificent lights.

This intimate prelude offers a privileged moment of camaraderie and networking, setting the perfect tone for the sophisticated night that follows.



DRESS CODE: BLACK TIE

### THE ISLAND SHANGRI-LA - LOBSTER BAR

Level 6 (lobby level), Island Shangri-La, Supreme Court Road, Admiralty, Hong Kong  
[www.shangri-la.com/hongkong/islandshangrila](http://www.shangri-la.com/hongkong/islandshangrila) | 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](http://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](http://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 more amazing cigars 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](http://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:

US\$ 320 to US\$ 385 per night (based on room category) + 10% service charge + 3% accommodation tax  
Breakfast is available at US\$ 39 + 10% service charge + 3% accommodation tax

Contact: Agnès Caër-Piras | [agnes@calamansi-designs.com](mailto:agnes@calamansi-designs.com) | +852 9168 1502



## SPONSORSHIP OPPORTUNITIES

Unlike traditional trade shows, PCA Connect Asia is a highly curated, high-touch experience designed to facilitate real commercial relationships and long-term market expansion.

### AUDIENCE

Estimated at **50 high-value attendees** for each event:

- Asia-Pacific importers, distributors, retailers & cigar lounge owners
- Asia-Pacific duty free & hospitality operators
- Asia-Pacific stakeholders & media
- Premium cigar manufacturers

### WHAT YOU GAIN

- Premium positioning in Asia's fastest-growing cigar markets
- Direct engagement with qualified buyers and partners
- Opportunity to initiate distribution partnerships across Asia-Pacific
- Multi-channel exposure across event, print, and digital platforms
- Association with PCA's global leadership in advocacy and education

### SIGNATURE EVENT EXPERIENCES

Sponsorship opportunities are limited and curated to ensure exclusivity, visibility, and impact for participating brands.

**Early confirmation is strongly recommended to secure category exclusivity for the cigar brands: events will be allocated to sponsoring brands based on availability and sponsors' preference, on a 'first-paid first-served' basis.**

Sponsors are integrated into one of the exclusive moments across Hong Kong's most iconic venues:

1. **Welcome Cigar Cocktail Reception** — *Bertie Cigar Lounge*  
An intimate, design-forward setting to open the experience
2. **Industry Stakeholders Gathering** — *Bertie Cigar Lounge*  
A refined, private setting for meaningful information on Asian markets' premium cigar regulations
3. **In-Conversation Panel** — *The Murray Rooftop*  
Insightful discussions about Japan and Mainland China's cigar markets, set against panoramic skyline views
4. **Gala Cocktail** — *Island Shangri-La Lobster Bar*  
An elegant cocktail reception with a breathtaking panorama
5. **Gala Dinner** — *Island Shangri-La Rooftop*  
A signature evening of luxury dining in an iconic five-star setting \* Showcasing all Premier Event Sponsors brands
6. **After-Party** — *Cassio Social Club, Lan Kwai Fong*  
A vibrant nightlife experience in the heart of the city
7. **Farewell Lunch** — *Duddell's Restaurant (Michelin-starred)*  
A sophisticated closing in one of Hong Kong's most celebrated culinary destinations

Each setting is designed for intimate engagement and premium brand interaction.

Contact for sponsorship availability  
Joshua Habursky - [Joshua@PremiumCigars.org](mailto:Joshua@PremiumCigars.org) | Ricardo Carioni - [Ricardo@PremiumCigars.org](mailto:Ricardo@PremiumCigars.org)



## SPONSORSHIP PACKAGES

### PREMIER EVENT SPONSOR US\$ 5,000

Limited to 6 | Category Exclusive

*Own the moment. Define the experience.*

All Premier Sponsors' cigar brands will be featured in the Gala Dinner

Maximum visibility + exclusive product integration

- Official **cigar provider** for one signature event (about 50 persons per event)
- Cigars supplied by your brand and integrated into the guest experience
- All Premier Sponsors' cigars will be featured in the Gala Dinner (1 SKU per sponsor)
- **Premium visibility across all platforms:**
  - Event branding & on-site signage
  - Event website (homepage + sponsor section)
  - Event program
- Full-page advertisement in event magazine
- On-site brand recognition during your sponsored moment
- Inclusion in select PCA global communications
- Includes full access to all events for **3 persons**

A fully integrated sponsorship combining product placement, brand visibility, and direct engagement—typically valued significantly higher in comparable international events.

*\* Events will be allocated to Premier Event Sponsors by the organisers based on availability and sponsors' preference, on a 'first-paid first-served' basis*

### SUPPORTING SPONSOR US\$ 2,500

*Be seen, connect, and build market awareness*

Strong presence + strategic exposure

- **Brand visibility** across key channels:
  - On-site signage (shared placement)
  - Event website
  - Event program
- Half-page advertisement in event magazine
- Cigars/products supplied by your brand placed in **gift bag**
- Recognition in select event communications
- Includes access to all events for **2 persons**

### PARTICIPATING BRAND US\$ 1,000

*Establish your presence, begin building relationships*

Efficient entry into Asia's premium cigar market

- Logo placement:
  - Event website
  - Event program
- Quarter-page in event magazine
- Includes access to all events for **1 person**

Contact for sponsorship availability

Joshua Habursky - [Joshua@PremiumCigars.org](mailto:Joshua@PremiumCigars.org) | Ricardo Carioni - [Ricardo@PremiumCigars.org](mailto:Ricardo@PremiumCigars.org)



## SPONSORSHIP PACKAGES

### A LA CARTE ADD-ONS

Select enhancements to further elevate your brand presence and engagement:

#### Event Magazine (digital & print)

- Full-page advertisement: US\$ 1,500
- Half-page advertisement: US\$ 1,000
- Editorial feature (4 pages): US\$ 2,000
- Editorial feature (2 pages): US\$ 1,000
- Editorial feature (1 page): US\$ 500

#### Digital Exposure

- Website homepage banner: US\$ 1,000
- Website internal page banner: US\$ 500

#### Experience Enhancements

- Additional event cigar placement (non-exclusive) for Gala Dinner: US\$ 1,500 (+ 50 cigars)
- Co-sponsorship of event moment (based on event availability): \$2,000 (+ cigars)

## PCA GLOBAL REACH

### PRINT MAGAZINE - SPECIAL EDITION

PCA Connect Asia **1,500** copies (also available in digital version)

### SOCIAL MEDIA

Instagram **35,600** followers @pca1933  
 Facebook **15,700** followers @PCA1933  
 LinkedIn **4,881** connections @pca1933

**EMAIL** **1,811** contacts  
 (all PCA members)

[www.pca-connect-asia.com](http://www.pca-connect-asia.com)

Contact for sponsorship availability  
 Joshua Habursky - [Joshua@PremiumCigars.org](mailto:Joshua@PremiumCigars.org) | Ricardo Carioni - [Ricardo@PremiumCigars.org](mailto:Ricardo@PremiumCigars.org)



LOOKING FORWARD TO SEEING YOU  
IN HONG KONG!



[WWW.PCA-CONNECT-ASIA.COM](http://WWW.PCA-CONNECT-ASIA.COM)

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