



## PCA EXPANDS INTO ASIA THROUGH STRATEGIC PARTNERSHIP WITH CIGRAAL

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The Premium Cigar Association (PCA) announced a new strategic partnership with Cigraal, a leading premium cigar development and distribution company across Asia-Pacific, the Middle East, and Africa.

At its core, this initiative reflects a mission shared by both organizations: to nurture, protect, and elevate cigar culture through education, professionalism, and respect for tradition. Through this partnership, PCA and Cigraal will deliver a 2026 program framework focused on professional education, regulatory advocacy, industry awareness, and strengthened international collaboration.

The partnership will formally launch with PCA Connect Asia, taking place from November 30 to December 6, 2026. Designed as an in-person experience, the roadshow will bring together retailers, hospitality leaders, duty-free operators, and aficionados through a series of educational sessions, advocacy engagements, and curated events across both cities.

The program will combine structured training workshops, evening masterclasses, stakeholder meetings, and signature events across some of the region's most prestigious venues. At its core, it will deliver Formal Training & Certification Programs powered by The Cigar Academy's advanced curriculum and LMS platform, led in person by Ricardo Carioni with the support of Eric Piras, Antoine Riberet, and their teams, and complemented by pre- and post-event digital learning.

Sessions will be hosted in Hong Kong at Bertie Cigar Lounge as well as at luxury venues including The Murray Hotel and Island Shangri-La, with additional programming in Macau.

Joshua Habursky, CEO of the Premium Cigar Association, commented: "Asia represents one of the most dynamic and promising frontiers for the premium cigar industry. As this market evolves, it is essential that growth is supported by strong foundations in education and advocacy. Our partnership with Cigraal reflects PCA's commitment to working alongside leading regional experts to help foster a sustainable, informed, and connected global cigar community."

Eric Piras, Founder of Cigraal Ltd, said: "It is an immense honour to be chosen as PCA's partner for Asia! Cigraal is a very hybrid company with ventures that encompass international cigar distribution, local cigar distribution (Hong Kong & Cambodia), two cigar lounges (Bertie Hong Kong & Bertie Phnom Penh) as well as our own brands... I believe all these elements and our deep knowledge of the markets are strong assets for what promises to be a series of fascinating events."

PCA Connect Asia will have numerous sponsorship opportunities designed to connect premium tobacco businesses with those in the Asia market. Those interested in these sponsorship opportunities can contact Ricardo Carioni at [ricardo@premiumcigars.org](mailto:ricardo@premiumcigars.org) For more information on the PCA Connect Asia program, visit [www.pca-connect-asia.com](http://www.pca-connect-asia.com)

