



WT Asia

23-24 October 2025 | Surabaya | Indonesia

Post Show Report 2025

Audience insight, buyer influence and commercial proof points for stakeholders

3,662

attendees

54

countries represented

25%

International attendees

Executive summary

Large Indonesia-led audience with strong regional reach and clear buyer-influence value.

3,662

attendees recorded

115

exhibitors

86%

from South East Asia

63%

authorise, influence or
specify purchasing

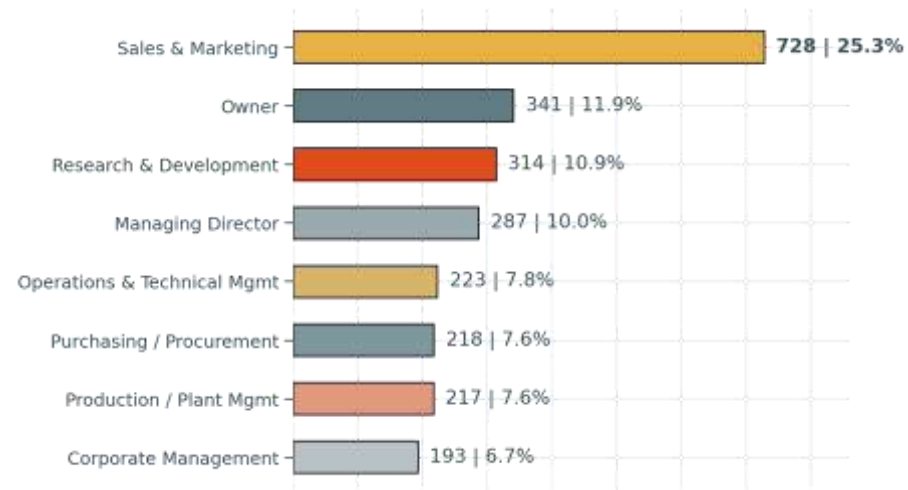


**WT Asia is the only large B2B tradeshow
dedicated to the tobacco sector in SE Asia**

Audience profile by job function

The audience includes commercial leads, owners, R&D, management and operational decision-makers.

Top job functions



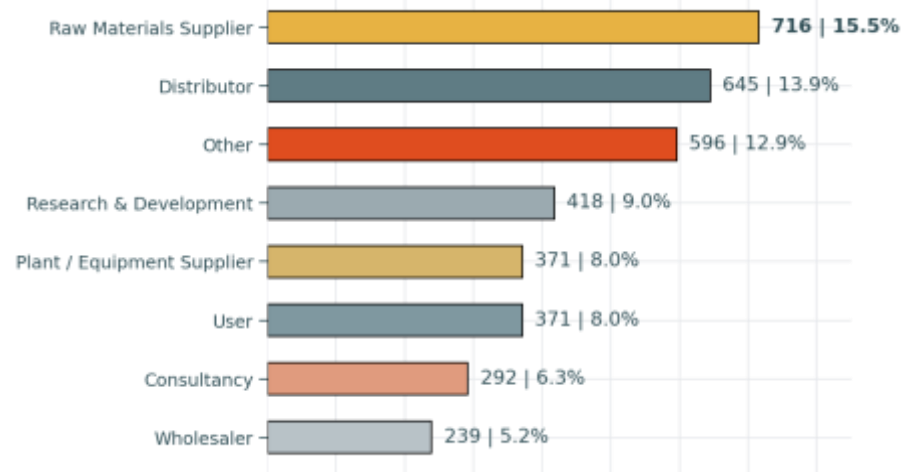
Key insight

- Sales & Marketing is the largest function at 25.3%.
- Owners, MDs and C-level respondents add senior buying influence.
- Technical, production, R&D and procurement audiences strengthen the exhibitor value proposition.

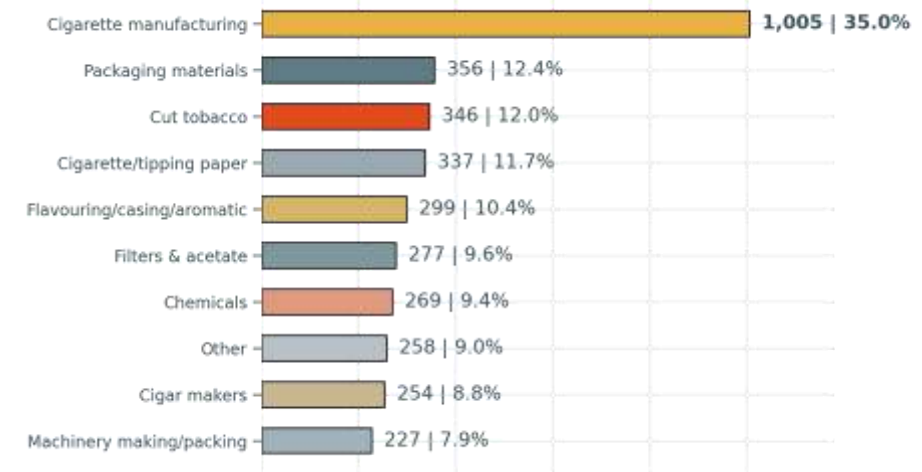
Company profile and product sectors

The data shows breadth across raw materials, distribution, R&D, equipment, users and production sectors.

Nature of company business



Products/services manufactured



Purchasing influence and supply-chain needs

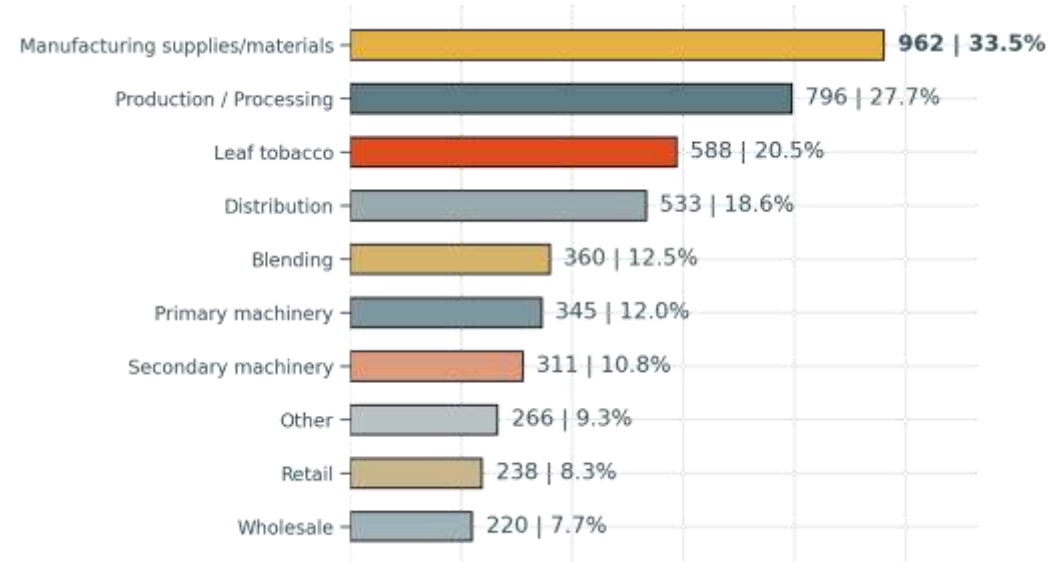
Purchasing responsibility data highlights the strongest areas of commercial interest.

Purchasing influence



Authorise: 866 | Influence: 670 |
Specify: 274

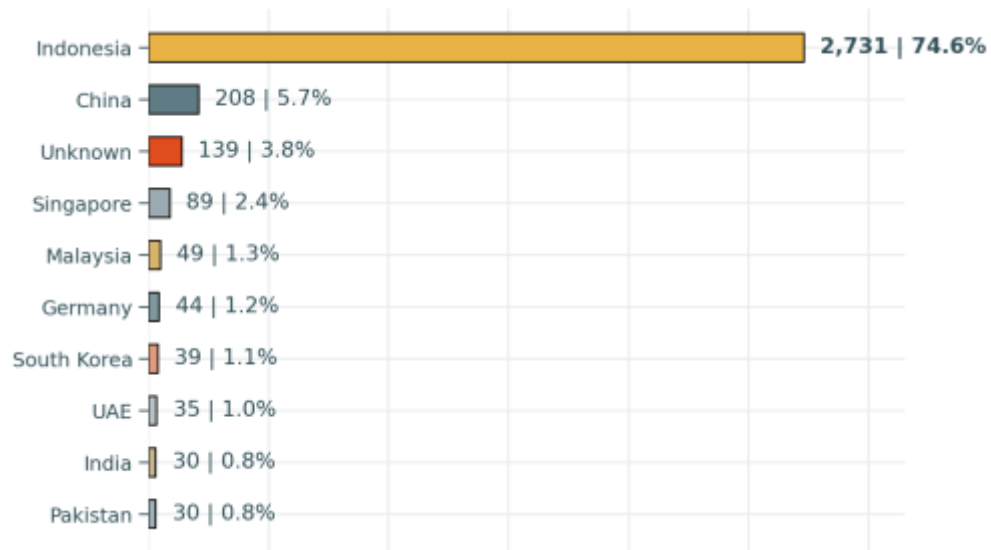
Purchasing responsibility categories



Geographic reach

World Tobacco Asia delivered a strongly Indonesia-led audience, with meaningful international participation.

Top countries by attendees



World regions by attendees

