

TECHNOVATION

SMOKE-FREE BY PMI | DECEMBER 2024

December 11, 2024
Jumeirah Saadiyat Island
(Abu Dhabi, UAE)

● **9:30** **Breakfast and Registration**

● **10:00** **Technology and Innovation: Driving forces behind global solutions**

- Tommaso Di Giovanni (Vice President, International Communications and Engagement, PMI)

Innovation and transformation throughout history—how they have been used to address global challenges and (when combined with policy changes) can facilitate real change that addresses global issues.

● **10:25** **PMI's Smoke-free Journey: Past, present, and future**

- Jacek Olczak (Chief Executive Officer, PMI)
- Moderator: Tommaso Di Giovanni (Vice President International Communications and Engagement, PMI)

● **11:10** **Regulatory Environment of Smoke-free Products**

- Andrea Gontkovicova (Vice President External Affairs, PMI)

● **11:25** **Rhetoric and Reality of Regulations for Regulating Smoke-free Products**

- Fred Roeder (Managing Director, Consumer Choice Center)
- Lindsay Mark Lewis (Executive Director, Progressive Policy Institute)
- Dr. Rohan Andrade De Sequeira (India)
- Moderator: Lindsey Stroud (Taxpayers Protection Alliance)

A growing number of forward-thinking governments are recognizing that scientifically substantiated less harmful alternatives to smoking can play a role in accelerating the decline of smoking. These efforts are yielding positive results, generating public health and socio-economic benefits.

● **12:10** **Networking Lunch [White Restaurant]**

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● **13:45 Embracing Emerging Markets for a Smoke-free Future**

Frederic de Wilde (President, SSEA, CIS & MEA Region, PMI)

● **14:00 PMI's Multi-category Portfolio: Giving consumers choices**

- Stefano Volpetti (President, Smoke-Free Inhalable Products & Consumer Officer, PMI)
- Xavier Ducarroz (Vice President SFP Category SSEA, CIS, & MEA, PMI)
- Moira Gilchrist (Chief Communications Officer, PMI)

From our leading heated-tobacco system IQOS to our responsibly commercialized e-vapor products VEEV and oral smokeless nicotine pouch ZYN, PMI is building its future on a multi-category portfolio of scientifically backed smoke-free products that—while not risk-free—are a better choice for adults than continued smoking.

● **14:45 Coffee break**

● **15:15 Putting Consumers First: Policies that leave no consumers behind**

- Branislav Bibic (Area Vice President Sub-Saharan Africa, PMI)
- Andrzej Dabrowski (Area Vice President Middle East & North Africa, PMI)
- Ankur Modi (Area Vice President South Asia & Indochina, PMI)
- Moderator: Anamika Tiwari (Regional Head CI&A SSEA, CIS&MEA&CC Cat., PMI)

Consumers are an often-neglected voice in the debates that often result in disproportionate regulation, restrictions on sales and use and outright bans applied to smoke-free products. Despite considerable scientific evidence to support the public health benefits of less harmful alternatives, powerful voices continue to place obstacles in the way of consumers.

● **16:00 Closing Remarks**

Tommaso Di Giovanni (Vice President, International Communications and Engagement, PMI)

● **16:10 Exhibition tour**

- Smoke-free products expo: Consumers' retail experience
- Facts vs. myths about smoke-free products: A virtual-reality experience
- Scientific evidence of smoke-free products
- Fighting illicit trade: Enabling access to innovation for all

● **17:30 Networking reception [Beach Terrace Restaurant - 5th floor]**