

27 May 2025

## Agenda

### 10:15 **Opening Remarks**

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

Innovation has the power to tackle global challenges and, when paired with policy changes, can drive meaningful solutions to worldwide issues. However, skepticism towards innovation often results in missed opportunities and stalls progress.

### 10:45 **Conversation with PMI CEO Jacek Olczak (Chief Executive Officer, PMI)**

PMI's innovations are leading the way to a smoke-free future. With new regulations and better alternatives, change is inevitable. Accurate information and access to smoke-free products will accelerate progress. Innovation, good governance, and responsible policies will make a smoke-free future a reality.

### 11:30 **From Innovation to Progress: Leading a Smoke-free Journey with Consumers in Mind**

- Stefano Volpetti (President, Smoke-Free Products & Chief Consumer Officer, PMI)

The increasing number of users of PMI smoke-free products indicates a growing demand for better alternatives to cigarettes, as evidenced by the commercial success of IQOS and ZYN. However, consumers need accurate and non-misleading information about smoke-free products to make informed choices.

### 12:00 **Lunch**

### 13:30 **Myths vs. Facts on Nicotine: A Public Health Perspective**

- Gizelle Baker (Vice President, Scientific Communications, PMI)

Harm reduction has always been about making a better choice, not a perfect one. Smoke-free products are not risk-free, but according to the science, they are a better choice for smokers who do not quit. While the scientific case for tobacco harm reduction becomes more robust annually, skepticism around smoke-free products and misconception about nicotine continue to be the biggest obstacles to a smoke-free future.

### 14:00 **A Tale of Two Strategies: Adoption vs. Resistance to Smoke-Free Innovations**

- Vassilis Gkatzelis (President, East Asia, Australia & Duty Free, PMI)
- Tommaso Di Giovanni (Vice President, Communications and Engagement, PMI)

Moderator: Agnieszka Wyszynska-Szulc (Vice President, Regulatory, Product & ESG Policy, PMI)

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.

27 May 2025

**14:45**      **Coffee break**

**15:15**      **From Misinformation to Misguided Policy**

- Dr. Rohan Andrade De Sequeira (Cardio Metabolic Physician)
- Lindsey Stroud (Manager and Creator, Tobacco Harm Reduction 101)
- Bill Wirtz (Senior Policy Analyst, Consumer Choice Center)
- Maria Alejandra Medina (Technical and Regional Coordinator, Corporación Acción Técnica Social)

Moderator: Brent Stafford (Founder/ Executive Producer, RegWatch)

Consumers are an often-neglected voice in the debates that may 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' access to and information about these products.

**16:15**      **Closing remarks**

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

**16:30**      **Exhibition tour**

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

**17:30**      **Networking reception**