

Agenda

9:30 Registration & welcome coffee**10:00 Welcome to Buenos Aires: Argentina's role in the region's transformation journey**

An opening perspective on Argentina's role in Latin America's transformation journey, framing the discussion around innovation, consumer expectations, and the opportunities ahead for the region.

Demian Pintos, Managing Director South Cluster, PMI

10:15 Harm reduction through innovation for better public health outcomes

A balanced, evidence-based tone conversation about innovation as a tool to reduce smoking-related harm, when grounded in scientific evidence and responsible regulation.

Tommaso Di Giovanni, Vice President Communications and Engagement, PMI

10:35 Latin America perspective on smoking and smoke-free products

A keynote exploring what drives adult consumer habits, the barriers that slow switching, and the role of clear information, regulation, and experience in supporting behavior change.

Simone Gianetto, Vice President, Povaddo

10:55 Unlocking smoke-free opportunities in Latin America and beyond

A strategic conversation combining regional and global perspectives on how different policy approaches are shaping outcomes across Latin America. Through concrete examples and comparative case studies, the discussion will explore what is working, what is not, and what can be learned.

Can Kuterdem, President LA&C, PMI

Christos Harpantidis, Group Chief Corporate Affairs Officer, PMI

Moderator: José Del Rio, Chief Content Officer, La Nación

11:35 Driving growth through business transformation

A cross-industry discussion to explore the broader opportunity landscape across Latin America, highlighting how different sectors are navigating growth, innovation, and evolving consumer demands in diverse national contexts.

Andrés Carfagna, Commercial Director for Argentina, Uruguay and Paraguay, General Motors

Diego Rivas, CEO, Banco Galicia

Matías O'Farrell, Vice President Corporate Affairs LA&C, PMI

Moderator: Horacio Riggi, Chief of the Economic Section, Clarín

12:20 Lunch

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14:00 **AI shaping the future**

A forward-looking perspective on how artificial intelligence and innovation are strengthening evidence-based decision-making, broadening access to trusted data, and addressing misinformation in public health and innovation ecosystems.

Martina Rua, Journalist and Speaker on Innovation and Productivity, La Nación

14:30 **Consumer-centric innovation for smoke-free progress**

How insights into adult consumer behavior, needs, and barriers can inform more effective solutions and accelerate switching to better alternatives.

Stefano Volpetti, Chief Global Growth Officer, PMI

15:00 **The role of policy in enabling harm reduction and consumer switching**

A discussion exploring how regulatory frameworks, public health perspectives, and societal dynamics shape access to better alternatives and influence consumer behavior across different markets.

Andrea Falcone, Co-Founder & Regional Lead, The Shift

Juan Facundo Teme, Public Policy and Regulatory Affairs Specialist

Dr. Hernán Seoane, Medical Doctor

Moderator: Carla Quiroga, Verticals Managing Editor, La Nación

15:50 **Closing remarks**

16:00 **Media interviews & exhibition tour**

- PMI's smoke-free portfolio
- Smoke-free facts in VR
- Scientific evidence
- Illicit trade prevention

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9:30 Registration & welcome coffee**10:00 A regional perspective on innovation and societal transformation**

A high-profile regional voice bringing an outside-in perspective on innovation, economic development, and the role of cross-sector collaboration in addressing complex societal challenges.

Ximena Díaz Alarcón, CEO & Founder, YOUNIVERSAL

10:20 Illicit trade in Latin America: risks, trends, and regional coordination

A cross-sector discussion examining the growing challenges of illicit trade across Latin America, including enforcement gaps, regulatory complexities, and the need for coordinating regional responses.

Alejo Campos, Regional Director, Crime Stoppers

Juan Francisco Galli, Former Chilean Undersecretary of the Interior

Carlos Matienzo, Director and Founding Partner, Dataint

Moderator: Rodrigo Alegre, Journalist

11:00 International success cases

An evidence-based exploration of how different regulatory approaches, cultural contexts, and consumer adoption patterns have contributed to measurable public health outcomes in leading markets.

Brian Erkkila, Director Scientific Engagement, PMI U.S.

Eleonora Santi, Sr Director Institutional Affairs Europe, PMI

11:35 Coffee break**12:00 Debunking myths: understanding nicotine, combustion, and risk**

This session addresses common misconceptions around nicotine and smoking, highlighting the importance of scientific evidence in understanding exposure, combustion processes, and disease risk.

Dr. Mariana Hoyo, Medical Doctor

Dr. Enrique Terán, Medical Doctor

Dr. Sebastián Schanz, Medical Doctor

Moderator: Guillermo Lobo, Editor of the Health, Science and Environment Section, Todo Noticias

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12:40 Underage prevention, digital identity, and age verification

A discussion on how digital identity and age verification solutions can support underage prevention efforts, exploring regulatory considerations, technological developments, and implementation challenges.

Paulina Villegas, Manager Sustainability & Regulatory Affairs, PMI

Santiago Betancourt, Regulatory Affairs Manager, FEMSA

Moderator: Mariana Contartessi, Journalist and Anchor

13:15 Closing remarks

13:30 Lunch, Exhibition Area & Media Interviews

- PMI's smoke-free portfolio
- Smoke-free facts in VR
- Scientific evidence
- Illicit trade prevention