November 10, 2026

TECHNOVATION
SMOKE-FREE BY PMFTC Manila, November 2026

MARRIOTT GRAND BALLROOM
Manila Marriott Hotel
at Newport World Resorts
Pasay City, Philippines

Agenda

9:00 -10:00 **Registration**

10:00 **Opening Remarks**

Evgeny Ivanov, President PMFTC

10:15 **Embracing a Smoke-Free Future: Innovation for Better Societal Outcomes**

A forward looking session exploring how science, innovation, and transformation, together with enabling policy reforms, can help address complex challenges and create meaningful and lasting societal progress.

Tommaso Di Giovanni, Vice President Communications & Engagement, PMI

10:45 **From Vision to Impact**

A leadership conversation on PMI's smoke-free transformation, global and regional progress, and the role of the Philippines in advancing the transition away from cigarettes.

Vassilis Gkatzelis, President East & Southeast Asia, Pacific, and PMI Global Travel Retail Region, PMI

Moderator: *Atty. Karen Jimeno, Broadcaster and Public Affairs Commentator, Bilyonaryo News Channel*

11:30 **Science at the Center: Understanding Tobacco Harm Reduction**

A discussion on the role of science and innovation in advancing tobacco harm reduction. How scientific research, product innovation and evidence-based regulatory frameworks can help accelerate the transition away from cigarettes and create new opportunities for positive societal impact.

Dr Brad Rodu, Professor Emeritus of Medicine at University of Louisville

Dr. Rogelio Varela Jr., Urologist and Chair of Surgery Department at Healthway QualiMed Hospital

Dr Sharifa Ezat Wan Puteh, Retired Professor of Public Health at National University of Malaysia

Dr Tomohiro Shirasaka, Psychiatrist and Director of Kotoni Shirasaka Mental Clinic, Japan

Moderator: *Yvonne Khoo, PhD, Senior Manager Scientific Engagement East and South-East Asia, Pacific and Global Travel Retail, PMI*

12:30 **Lunch**

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13:30 **Disruptive Innovation: Why the Future Belongs to the Curious**

Exploring how breakthrough ideas, emerging societal trends, and a mindset of constant reinvention can help society anticipate change and shape the future rather than react to it.

Magnus Lindkvist, Futurologist, Author and Trendspotter

14:00 **Evolution of PMI's Smoke-Free Products**

Discover PMI's journey in the development of scientifically substantiated smoke-free products and how these innovative alternatives are helping drive progress toward a future beyond cigarettes.

Vicknatheeban Tharmalingam, Sr. Director of Smoke-Free Products, PMFTC

14:45 **Voices of Change: Advancing Harm Reduction Through Evidence and Experience**

Bringing together policy experts, advocates, and industry representatives to examine real-world experiences and outcomes from markets where tobacco harm reduction has been adopted, highlighting key lessons, opportunities, and challenges.

Martin Cullip, Harm Reduction Consultant and International Fellow at the Taxpayers Protection Alliance's Consumer Center

Rachmadin Ismail, Editor-in-Chief, Tirto.id

Atty. Marco Santiago, Director Regulatory & Scientific Affairs, PMFTC

Moderator: *Atty. John Peter Ferdinand Echiverri, Director Communications, PMFTC*

15:45 **Closing Remarks**

Atty. Chita Herce, Sr. Director Corporate Affairs Philippines, PMFTC

16:00 **Exhibition Tour and 1-1 Media Interviews**

17:00-19:00 **Networking Cocktails**