

Agenda

9:15 Registration, Welcome coffee & Exhibition Tour

10:00 Opening Remarks

Science-driven innovation in the Global South, particularly in Africa, can guide smarter regulation and accelerate public health progress. This introduction sets the stage for a discussion on how evidence, innovation, and policy can come together to advance the fight against smoking.

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

10:20 From Bold Vision to Impactful Progress

Across Morocco, North Africa, and the wider continent, momentum toward a smoke-free future is accelerating. Policymakers, public-health stakeholders, and scientific communities are increasingly recognizing the role of innovation and evidence-based alternatives in reducing the harms of smoking. PMI is committed to supporting this transition by bringing science-driven, smoke-free solutions that can complement national ambitions and help deliver measurable public-health progress.

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

Taylan Süer, Managing Director Maghreb, PMI (Morocco)

Moderator: Khadija Ihssan, TV Journalist (Morocco)

11:00 Conversation on Nicotine Understanding

A clearer understanding of nicotine is essential to unlocking the full potential of harm reduction. This conversation explores why, despite strong scientific evidence, misconceptions about nicotine remain one of the biggest barriers to a smoke-free future. The session examines how better knowledge can empower smarter choices and accelerate public health progress.

Dr. David Khayat, Professor of Oncology at Pierre et Marie Curie University (France)

Moderator: Dr. Tomoko Iida, Director Scientific Engagement, SSEA CIS & MEA, PMI (UAE)

11:40 Coffee Break

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12:00 Africa's Sovereign Decision Making in Health Policy

Africa's sovereign decision-making in health policy is emerging as a strategic priority, enabling countries to shape solutions rooted in their local realities. This approach strengthens resilience, autonomy, and long-term public health impact.

Prof. Imane Kendili, Professor of Psychiatry & Addictologist (Morocco)

Prof. Amen Allah Messaadi, Professor of Intensive Care (Tunisia)

Prof. Mohamed Benkhayal, Professor of Thoracic Surgery (Libya)

Dr Samba Cor Sarr, Research and Public Health Expert (Senegal)

Moderator: Samid Ghilane, Journalist (Morocco)

12:45 Putting Consumers at the Center of Information

Ensuring consumers' right to transparent, science-based information on tobacco harm reduction and alternative products is essential to informed choice. Such access supports efforts to reduce smoking rates and contributes to long-term improvements in public health outcomes.

Ouadi Madih, President of Consumer Associations Federation (Morocco)

Saad Benmansour, Editorial Director, Aujourd'hui Le Maroc (Morocco)

Mazen Saleh, Senior Policy Director, R Street (U.S.)

Moderator: Samid Ghilane, Journalist (Morocco)

13:25 Closing Remarks

Prof. Imane Kendili, Professor of Psychiatry & Addictologist (Morocco)

13:30 Networking Lunch

14:30 Media Interviews and Exhibition Tour

15:30 Networking Cocktail