

Agenda

9:00 Registration & Exhibition Tour

1. Evolution of Innovation
2. Smoke-free Facts in VR
3. PMI's Smoke-free Portfolio

10:00 Opening Remarks

Science-driven innovation can inform smarter regulations and accelerate public health progress. This session sets the stage for an open discussion on how evidence, innovation, and policy can converge to deliver real progress towards a smoke-free future.

Tommaso Di Giovanni, Vice President, Communications and Engagement, PMI

10:25 Conversation with PMI Leaders: The Smoke-Free Opportunity and Lessons from Sweden

The opportunity presented by smoke-free products spans all categories, with a particular focus on oral smokeless products. Drawing on Sweden's oral smokeless experience as a reference, PMI leaders will discuss how science, policy, and responsible commercialization can shape the next phase of smoke-free progress.

Christos Harpantidis, Group Chief Corporate Affairs Officer, PMI
Nick Ricketts, CEO, Swedish Match AB & President Oral Products, PMI
Moderator: *Linda Nyberg, Journalist (Sweden)*

11:15 Science Behind Oral Smokeless Products

This evidence-focused session will challenge longstanding assumptions about nicotine, dependence, and relative risk drawing on clinical findings, toxicological comparisons, and population-level data, to clarify what the science shows about nicotine and oral smokeless products.

Karl Fagerström, Professor Emeritus and Tobacco Harm Reduction Expert (Sweden)
Brad Rodu, Professor Emeritus at the University of Louisville and Leading Tobacco Harm Reduction Researcher (U.S.)
Gizelle Baker, Vice President Scientific Affairs, PMI
Moderator: *Patrik Hildingsson, Consultant & Former Director of Swedish Match*

12:00 Networking Lunch & Exhibition Tour

1. Support for Tobacco Harm Reduction
2. Preventing Illicit Trade
3. Sustainability Strategy
4. Inside Our Operations

13:00 The Future of Harm Reduction Policy: Regulating for Better Outcomes

As smoke-free products enter the mainstream, the regulatory environment around nicotine is becoming more consequential and contested. This session asks whether current policies align with scientific evidence or introduce unintended risks, and examines how regulatory decisions impact markets, consumer choices, and public health.

Todd Prochnau, Clinical and Consulting Pharmacist (Canada)
Ellen Huttunen, M.D. & Health Policy Advisor (Finland)
Agnieszka Wyszynska-Szulc, Vice President Regulatory, Product & ESG Policy, PMI
Moderator: *Linda Nyberg, Journalist (Sweden)*

13:45 Pouches, Policy, and Public Health: A Global Perspective

This panel brings together global public health voices to challenge how harm reduction is debated around the world. With oral nicotine products at the center, panelists will confront why policies diverge so widely, what real-world evidence tells us, and how cross-border collaboration could unlock more effective smoking reduction strategies.

Carissa Düring, Director Considerate Pouchers (Sweden)

Dr. Tom Price, Former Secretary of Health and Human Services (U.S.)

Mark Oates, Consumer Advocate (U.K.)

Moderator: Brian Erkkila, Director of Regulatory Science, PMI U.S.

14:30 Closing Remarks**14:35 Breakout Session 1: Responsible Commercialization as Collective Action**

PMI is committed to preventing youth access to nicotine through robust programs and responsible retailing. Initiatives like Austria's trafikanten pilot, Sweden's roundtable on age verification and mystery shopping, and Hyapp's online retailing standards show how accountability can be strengthened across physical and digital channels. This panel explores what works, what can be scaled, and how regulators, manufacturers, retailers, and consumer groups can collaborate to raise responsible commercialization standards.

Richard Wernemar, Global Head Design Market Deployment, PMI

Markus Lindblad, Head of Legal & External Affairs, Haypp Group (Sweden)

Hannes Hofer, Managing Director of the Monopoly Administration (Austria)

Moderator: Florian Gross, Director of Corporate Affairs & Communications, PMI Austria

Breakout Session 2: Boosting EU Competitiveness Through Smoke-Free Innovation

Europe's regulatory landscape for smoke-free products remains fragmented, but evidence-based regulation can unlock innovation that supports the economy while safeguarding public health. This session will present policy models that highlight best practices for accelerating smoke-free transformation, fostering investments that boost EU competitiveness, while balancing harm-reduction potential and consumer protection.

Stig-Björn Ljunggren, Political Editor-in-chief, SYDÖSTRAN AB and Chairman, Snuskommissionen (Sweden)

Bart Deckers, Partner, EY-Parthenon (Belgium)

Patrik Strömer, Chairman, Snus Manufacturer Association (Sweden)

Moderator: Patrik Hildingsson, Consultant & Former Director of Swedish Match

15:30 Breakout Session 3: Why Blanket Bans Fail—and What Works Instead

Experience in the Benelux, France and Germany shows prohibition often fails to reduce harm and can create unintended consequences. Instead of blanket bans, smarter regulation and education are key to achieving meaningful harm reduction.

Chris Snowdon, Head of Lifestyle Economics, Institute of Economic Affairs (U.K.)

Mark Oates, Consumer Advocate (U.K.)

Stefano Betti, Criminal Justice Expert, Current Deputy Director-General, TRACIT (U.S.)

Moderator: Klaus Berg, Director Illicit Trade Prevention Europe, PMI

Breakout Session 4: Science-Based Harm Reduction: The U.S. Approach

While the EU tightens restrictions, other regions are embracing innovations to accelerate smoking reduction. The U.S. offers successful models, using oral nicotine alternatives, harm reduction strategies, and science-based product approvals, all delivering public health benefits.

Brian Erkkila, Director EA & Head Scientific Engagement, PMI U.S.

Dr. Tom Price, former Secretary of Health and Human Services (U.S.)

Brad Rodu, Professor Emeritus at the University of Louisville and Leading Tobacco Harm Reduction Researcher (U.S.)

Moderator: Gizelle Baker, Vice President Scientific Affairs, PMI

16:15 Full Exhibition Tour**16:30 Exclusive viewing of Fotografiska Exhibition, followed by Networking Reception**