

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, Media Interviews & Exhibition Tour

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

13:30 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)

Mats Löfström, Member of Parliament (Finland)

Agnieszka Wyszynska-Szulc, Vice President Regulatory, Product & ESG Policy, PMI

Moderator: Linda Nyberg, Journalist (Sweden)

14:15 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.

15:00 Closing Remarks

15:10 Media Interviews and Full Exhibition Tour

16:15 Exclusive viewing of Fotografiska Exhibition, followed by Networking Reception