

Agenda

8:30 am Breakfast and Registration

9:00 am Opening Remarks

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

9:15 am The Disruption Imperative: Inside PMI's Smoke- Free Vision

Group CEO PMI Jacek Olczak will be joined by Magnus Lindkvist, Swedish author and futurologist, for a forward-looking discussion on how industry can be a catalyst for innovation and progress. Together, they will explore PMI's smoke-free ambition through the lens of science, creativity, and long-term societal impact. They will examine how science-based alternatives, bold thinking, and responsible leadership can help accelerate transformation in public health across diverse markets and cultures.

9:45 am Investing in America. And Americans.

Former New Jersey Governor Chris Christie will join PMI U.S. CEO Stacey Kennedy for a fireside chat exploring how public and private leaders can jointly deliver the infrastructure America needs to compete and thrive. The discussion will be moderated by Steve Clemons, editor-at-large of The National Interest and former editor-at-large for The Hill, The Atlantic, and Semafor.

10:15 am Coffee Break

10:30 am Nicotine Science Panel: Science, Stigma, and the Fight for Harm Reduction

A discussion on the science behind alternatives to traditional cigarettes, the role of responsible innovation, regulatory objectives, youth protection, and efforts to address stigma surrounding nicotine and harm reduction.

Brian Erkkila, Sr Advisor Scientific Engagement, PMI U.S.

Ethan Nadelmann, Founder, Drug Policy Alliance

Moderator: Lauren Gardner, Reporter, POLITICO

11:15 am The Forgotten Smoker: Misperceptions that Impede Progress

New data are presented that examine how persistent misperceptions about people who still smoke, the true societal costs of smoking, and the role of nicotine continue to hinder progress toward ending cigarette use in the U.S.

William Stewart, Founder, Povaddo

Jeff Willett, Director of the Project to End Smoking, Progressive Policy Institute

Chelsey Simoni, Co-founder and Chief Health Officer, HunterSeven Foundation

Gretchen Wartman, Vice President, Policy and Programs, National Minority Quality Forum

Moderator: Matt Holman, Vice President & Chief Scientific & Regulatory Strategy Officer, PMI U.S.

12:00 pm Lunch and Exhibition

1:00 pm The American Consumer

This session will explore how PMI U.S. is evolving to better understand and meet the needs of today's American adult consumer, highlighting insights, market trends, and the role of innovation and responsibility in shaping commercial strategy.

Seth Kaufman, Senior Vice President, Chief Commercial Officer, PMI U.S.

Hamilton Hotel

1001 14TH STREET NW
WASHINGTON, D.C. 20005

1:15 pm Breakout Sessions

Breakout 1: Illicit Trade: Industry & Law Enforcement Partnerships

Addressing how collaboration between industry and law enforcement helps combat illicit trade, protect consumers, and uphold regulations.

Brian Weinhaus, Director Illicit Trade Prevention, PMI U.S.

Ivan Arvelo, Director National Intellectual Property Rights Coordination Center, Homeland Security Investigations

Alaina Van Horn, Chief Intellectual Property Enforcement, U.S. Customs and Border Protection

John Zacharia, Founder of Zacharia Law PLLC, Assistant Deputy Chief for Litigation of the Computer Crime and Intellectual Property Section

Moderator: Alysa Erichs, USA-IT Spokesperson, former Executive Associate Director, Homeland Security Investigations

Breakout 2: Opportunities and Challenges for Latin America

Exploring barriers to smoke-free alternatives in Latin America and the role of innovation in improving public health outcomes.

- Fireside chat with *Marco Hannappel, President of LA&C, PMI*

Moderator: Ana Paula Ordorica, Journalist, El Universal, Mexico

- Panel Discussion

Marcela Madrazo, President of Harm Reduction and Policy Association, Procurando Salud Sin Fronteras

Alejo Campos, Regional Director, Crime Stoppers for the Caribbean, Bermuda, and Latin America

Dr. Pablo Zuleta González, Psychiatrist and Researcher in Mental Health and Drug Policy

Moderator: Ana Paula Ordorica, Journalist, El Universal, Mexico

2:00 pm A Conversation with the Congressional Tobacco Harm Reduction Caucus (THR)

A bipartisan conversation with the members of the THR Caucus on how innovation and smarter regulation can expand access to less harmful nicotine products, improve public understanding, and drive meaningful progress in reducing smoking-related diseases.

Congressman Don Davis (NC)

Congressman Rob Bresnahan (PA)

Moderator: Mazen Saleh, Senior Policy Director, R Street

2:30 pm Closing Remarks

Marian Salzman, Senior Vice President, Corporate Development and Senior Advisor to U.S. CEO

3:00 pm Media Interviews and Exhibition Tour

- Smoke-free Facts in VR
- Support for Tobacco Harm Reduction
- PMI's Smoke-free Portfolio
- Preventing Illicit Trade
- Evolution of Innovation

4:00 pm Look. Listen. Think. | Washington in Focus: Leadership, Culture, and Change

A conversation with Grammy-winning singer, songwriter, producer and philanthropist, *Wyclef Jean* and Group CEO *PMI Jacek Olczak* about how leaders drive change through transitions, earn credibility in polarized environments, and translate values into action, locally and globally.