

TECHNOVATION

Smoke-free by PMI



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AGENDA

10⁰⁰ – 10³⁰ AM

Arrival and registration

10⁴⁰ – 11⁰⁰ AM

Turning our vision into our mission
—Jacek Olczak, Chief Executive Officer

11⁰⁰ – 11¹⁵ AM

Tech in society
—Tommaso Di Giovanni, VP International Communications

11¹⁵ – 11³⁰ AM

Accelerating a smoke-free future through science
—Gizelle Baker, VP Scientific Engagement

11³⁰ – 11⁴⁵ AM

The journey to becoming the undisputed multcategory leader
—Stefano Volpetti, President Smoke-free Products Category and CCO

11⁴⁵ – 12⁰⁰ PM

Q&A moderated by Bryson Thornton, Director Global Communications

12⁰⁰ – 1⁰⁰ PM

Lunch

1¹⁵ – 3³⁰ PM

Breakout sessions (20-minute sessions conducted in groups)

- Booth #1 Heat-not-burn technology
—Bertrand Bonvin, President Heat Not Burn
- Booth #2 Oral smokeless category
—Nikolaus Ricketts, President Oral Smokeless
- Booth #3 E-vapor technology
—Ashok Rammohan, President E-Vapor
- Booth #4 Sustainability strategy is business strategy
—Miguel Coleta, Director Sustainability

4⁰⁰ – 5⁰⁰ PM

Exhibition area tour

ON EXHIBIT

- Innovation walk—Why combustion is the issue, harm reduction principles, multcategory approach
- PMI Science Square—Over 30 years of innovation: Product evolution from prototypes to latest devices, exploration of manufacturing process
- Science machine demo -Difference between heated tobacco product aerosol and cigarette smoke
- Facts vs Myths booth with virtual reality experience

5⁰⁰ PM-onward

Networking reception

6⁰⁰ – 6³⁰ PM

Alphorn experience, performance by Enrico Lenzin

6³⁰ PM-onward

Dinner

Scheduled interviews will be conducted between 4:00 and 5:30PM.