

Agenda

9:30 Registration and breakfast

10:15 Opening Remarks

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

From smarter farming and sustainable packaging to breakthrough vaccines and weight-loss drugs, innovation is helping solve global challenges. With the right policies, these advances can drive real change—if we don't let skepticism hold us back. The same applies to tobacco: smoke-free alternatives offer a chance to reduce harm. As we rethink consumption for better health, can we afford to ignore solutions that could make a difference?

10:45 Making Smoke-free Vision a Reality - Conversation with PMI Senior Business Leaders

- Tommaso Di Giovanni (Vice President Communications and Engagement, PMI)
- Omar Abdellatif (Managing Director Kazakhstan and Central Asia, PMI)
- Moderated by: Olzhas Bibanov (Director of Communications Kazakhstan and CAS, PMI)

In Q2 2025, 41% of PMI's net revenues came from smoke-free products—a milestone that took PMI 11 years to reach. Despite broad availability across Commonwealth of Independent States and Central Asia, smoking rates remain stubbornly high. What will it take to make this region predominantly smoke-free in the next decade? Reducing the harm caused by smoking is becoming a shared goal — for society, for governments, and for Philip Morris International. This panel will discuss a model where business is part of the solution, not the source of the problem.

11:30 Coffee break

11:45 Smoke-free Products: A Public Health Perspective

- Tomoko Iida (Director of Scientific Engagement SSEA, CIS & MEA, PMI)

Mistrust and misunderstanding of smoke-free products run deep in the CIS region. The scientific evidence on smoke-free products exists, and it shows a great potential for public health.

12:15 Tale of Two Strategies: Adoption vs. Resistance to Smoke-Free Innovations

- Andrea Gontkovicova (Vice President Corporate Affairs SSEA, CIS & MEA, PMI)
- Alexey Kim (Director Corporate Affairs CIS, PMI)

Since the introduction of smoke-free products, smoking in Japan has been declining at accelerating rates. Sweden has achieved a staggeringly low smoking prevalence of 5.4%.

What can we learn from these examples? Let's explore how regulation can drive a country to become essentially smoke-free. What learnings regulators of CIS and Central Asian countries can adopt. And the significance of the Eurasian Technical Regulations.

13:00 Lunch | Exhibition Area Tour

18 September 2025

HILTON ASTANA

Heydar Aliyev 14, Astana 010000

14:00 Tobacco Harm Reduction: Voices of Medical Community

- Prof. Evgenii Imyanitov (Doctor of Medical Sciences, Professor, specialist in molecular oncology, Corresponding Member of the Russian Academy of Sciences)
- Prof. Alexandr Filippov (Doctor of Medical Sciences, Professor, Honored Doctor of the Russian Federation, Head of the Department of General Medical Practice and Therapy at the Institute for Professional Retraining of the International Medical Center)
- Dr. Meyram Raganin (Dentist, Candidate of Medical Sciences, PhD, Chief Physician at MiK LLP Clinic and President of the Expert Community of Dentists Regional Public Organization)
- Dr. Sattar Yerallyev (Pulmonologist of the highest category, expert of the Inter- Republican Pulmonology Commission under the Ministry of Health of the Republic of Kazakhstan, chairman of the City Respiratory Society in Almaty, gold member of the European Respiratory Society since 2015)
- Moderated by: Shynar Dyusen (Journalist, PR Specialist and Writer)

Innovations in smoke-free technology can significantly reduce harm for smokers who choose to continue using nicotine. Yet, generations of smokers have been exposed to the “Just Say No” approach to reducing harm. What does the latest science really say about reduced exposure and reduced risks in nicotine consumption?

Featuring medical professionals, this panel will discuss the threat of misinformation, the courage to act on scientific evidence, and the need for policies that educate and empower consumers.

15:00 Coffee break

15:15 Nicotine in a Smoker vs. Nicotine in a Healthy Individual: Scientific Research on Controversial Issues

- Asya Kazantseva - Science Journalist and Bestselling Author on the human brain and behavior.

A deep dive into the neurobiology of nicotine: how it interacts with receptors and neurotransmitters, what lab experiments reveal about its effects on humans and animals, and why dependence forms so strongly. We'll explore the myths around nicotine's role in stress management and focus, and discuss why some individuals quit easily — is it genetics, personality, or something else? Finally, we'll separate nicotine from the harmful cocktail of substances in tobacco smoke to assess its standalone health impact.

16:00 From Innovation to Progress: Leading a Smoke-free Journey with Consumers in Mind

- Kerem Karacasulu (Director Smoke-free Products CIS, PMI)

Consumers today are anything but monolithic. Their needs and preferences vary greatly, and there is no longer room for a one-size-fits-all approach. In this session, let's explore what's behind the success of IQOS and ZYN, which have already captured large portions of the addressable market. How are they playing a role in a consumer-first smoke-free journey, and what would it take to help every smoker leave cigarettes behind?

16:30 Closing remarks

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

Innovation does not stop. Change is inevitable. Let's move fast.

16:35 Exhibition Area Tour | Interviews

- PMI's Multicategory Portfolio: Offering better solutions to adult smokers
- Virtual Reality Experience: Facts vs. myths about smoke-free products
- Scientific Evidence of Smoke-free Products
- Fighting Illicit Trade: Innovative technologies to eradicate illicit trade

18:00 Networking Reception