

TECHNOVATION

SMOKE-FREE BY PMI

Dubai, October 2025

Agenda

10:00 Breakfast and Registration

10:30 Embracing the Global South for a Smoke-Free Future

- Frederic de Wide, President SSEA, MEA & CIS Region, PMI

10:50 Conversation with PMI CEO Jacek Olczak

- Moderated by Maisa Eid (CNBC Arabia)

11:20 From Evidence to Action: Who's Leading the Smoke-Free Charge

- Tommaso Di Giovanni, Vice President Communications & Engagement, PMI
- Tomoko Iida, Director Scientific Engagement, SSEA CIS & MEA, PMI
- Moderator: Jennifer Bell, Al Arabiya English

Who's really driving the smoke-free agenda, and who's holding it back? Achieving a smoke-free future requires more than innovation; it demands coordinated action across sectors. This session unpacks the roles of regulators, scientists, public health leaders, and civil society in shaping a future without smoking. Panelists will discuss how evidence-based policy, transparent science, and community engagement can align to accelerate progress, overcome barriers, and ensure equitable health outcomes.

12:00 Networking Lunch | One-on-one Interviews

13:15 Disruptive Innovation: Shaping Economies, Shifting Lives, Forging Futures

- Magnus Lindkvist, futurologist, author and trendspotter

This presentation explores the transformative power of disruptive innovation—how it reshapes industries, redefines economic landscapes, and reimagines the way citizens live and work. From past breakthroughs to emerging technologies, we'll examine the ripple effects on society and uncover what lies ahead in a future driven by continuous change.

13:45 The Evolution of Smoke-free Products

- Christos Kiritsis, Vice President Smoke-free Products Category, SSEA, CIS, & MEA, PMI
- Richa Rustagi, Managing Director, Lower Gulf & Iraq, PMI
- Patrik Hildingsson, Director Oral Category Communication, PMI
- Moderator: Maisa Eid, CNBC Arabia

Discover how PMI's cutting-edge R&D is reshaping the future of nicotine consumption. This session explores the technological advancements and rigorous quality standards driving the development of smoke-free products, offering adult smokers better alternatives and supporting a smoke-free future.

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14:30 Coffee Break

14:45 Lessons in Tobacco Harm Reduction: Insights from Renowned Oncologist

- Dr. David Khayat, Professor of Oncology at Pierre et Marie Curie University (Paris)
- Moderator: Tomoko Iida, Director Scientific Engagement, SSEA CIS & MEA, PMI

Professor David Khayat brings a bold perspective to one of public health's most pressing challenges: tobacco-related mortality. In this fireside chat, he will discuss the urgent need for harm reduction strategies, the role of innovation in shaping healthier futures, and why ignoring science-based alternatives may cost lives.

15:15 From Innovation to Advocacy: Driving Change in Tobacco Harm Reduction

- John Paul Solis, Consumer Advocate, Tech Entrepreneur and Early Innovator in Nicotine Technology, Philippines
- Frederick Roeder, Health Economist, Managing Director of Consumer Choice Center, UAE
- Gift Vuyani Khosa - Editor, SFP user, South Africa
- Omar Karim Prawiranegara, Partnership and Community Advisor of MAJA Group, Indonesia
- Moderator: Jennifer Bell, Al Arabiya English

Despite groundbreaking innovations in nicotine technology and growing consumer interest in smoke-free alternatives, public discourse and policy often lag behind. This panel brings together diverse voices—from consumer advocates and entrepreneurs to journalists and industry leaders—offering unique perspectives and lived experiences in advancing harm reduction.

16:15 Closing Remarks

- Tommaso Di Giovanni, Vice President Communications & Engagement, PMI

16:30 Exhibition Tour | Media Interviews

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

18:00 Networking Dinner