

TECHNOVATION

SMOKE-FREE BY PMI

Dubai, October 2025



Frederic de Wide

PRESIDENT, SOUTH AND SOUTHEAST ASIA, COMMONWEALTH OF INDEPENDENT STATES, MIDDLE EAST, AND AFRICA REGION, PMI

Frederic de Wide became President, South and Southeast Asia, Commonwealth of Independent States, Middle East, and Africa Region in January 2023. Prior to that, he had been President, European Union Region since 2015.

Fred joined PMI in 1992 as Brand Manager L&M for Philip Morris Belgium. He subsequently served as Marketing Director for Philip Morris Spain S.L., Sales Director of Spain, and Managing Director of Philip Morris Greece, where he led the acquisition and integration of the Papastratos cigarette manufacturing company. In 2005, he became Managing Director of PMI's affiliate in Italy. He then held positions as President, Philip Morris Japan KK and Senior Vice President, Marketing & Sales.

Before joining PMI, Fred worked at Colgate-Palmolive, Belgium as a regional sales manager. He holds a degree in economics from the Université Libre de Bruxelles and a master's degree in management from the Vrije Universiteit Brussel.

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Jacek Olczak

CHIEF EXECUTIVE OFFICER, PMI

Jacek Olczak was appointed Chief Executive Officer of Philip Morris International (PMI) in May 2021. Committed to delivering a smoke-free future and expanding the company's product portfolio into wellness and healthcare, Jacek has been a vital driver of PMI's transformation into a business-to-consumer company innovating for better.

Jacek started his career with PMI in 1993, beginning in finance and general management positions across Europe, including Managing Director of PMI's markets in Poland and Germany and President of the European Union Region. He was appointed Chief Financial Officer in 2012 and Chief Operating Officer in 2018.

Prior to joining PMI, Jacek worked for BDO Binder. Jacek holds a master's degree in economics from the University of Lodz, Poland.

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Maisa Eid

BUSINESS JOURNALIST & STOCK
WATCHER

Maisa Eid is a Business News Journalist / Stock Watcher at CNBC Arabia, where she covers global markets, finance, and corporate developments. She delivers the daily segment "Stocks to Watch", highlighting key market movers, and hosts the weekly program "In Green", which showcases renewable and green energy stories. She also presents "CNBC Stories", a show that dives deeper into narratives shaping regional and international business. More notably, she is the anchor of the program CEO Talks, where she interviews CEOs from various companies and sectors.

Beyond the studio, Maisa has moderated high-profile events and panels across the region, including WETEX Dubai, Abu Dhabi Business Week, and fintech-focused discussions in Amman, Jordan. With her expertise in markets, innovation, and economic policy, she brings clarity and insight to both broadcast journalism and live event stages.

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Tommaso Di Giovanni

VICE PRESIDENT COMMUNICATIONS
AND ENGAGEMENT, PMI

Tommaso Di Giovanni drives communications and engagement initiatives with top-tier media outlets and stakeholders around the world. He joined PMI in 2001, and during his more than 20 years at the company, he has worked in various capacities, focusing on business development, regulatory affairs, and communications in France, Switzerland, Latin America (based in New York City), Brazil, and Italy.

Tommaso was vital in the initial stages of PMI's industry-leading transformation and one of the pioneers in its quest to bring to life the bold vision of creating a smoke-free future. In 2019, he was appointed Vice President of Market Activation & Support and last year was named Vice President of International Communications and Engagement. In his current role, he is responsible for leading affiliates worldwide in their efforts to inform the public debate on transition from cigarettes to smoke-free products and PMI's ambitions for a smoke-free future.

Before joining PMI, Tommaso Di Giovanni worked for the European Parliament and for the European Statistical Office focused on R&D statistics. He has a business management degree from Università Bocconi, Milan and FGV (Fundacao Getulio Vargas—Sao Paulo, Brazil).

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Tomoko Iida

DIRECTOR SCIENTIFIC ENGAGEMENT
SOUTH AND SOUTHEAST ASIA,
COMMONWEALTH OF INDEPENDENT
STATES, MIDDLE EAST, AND AFRICA
REGION, PMI

Tomoko Iida is Director of Scientific Engagement at Philip Morris International (PMI), focusing on the Southern and Southeast Asia, Commonwealth of Independent States, and Middle East and Africa regions. In this role, she aims to increase scientific awareness and understanding of tobacco harm reduction and smoke-free products. She previously served as Director of Scientific Engagement for Asia.

Tomoko Iida has worked at MIT's Biotechnology Process Engineering Center and Sony Corporation's Life Science Laboratory in Japan. She holds a master's degree in biomedical engineering and a bachelor's degree in chemical engineering from the Massachusetts Institute of Technology (MIT), a master's degree in business administration from the Imperial College London, and is currently pursuing a doctor of public health degree.

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Jennifer Bell

EXPERIENCED JOURNALIST AND EVENT
MODERATOR, AL ARABIYA ENGLISH

Jennifer Bell is a British-trained, award-winning journalist with over 15 years of experience across the UK and Middle East. A National Council for the Training of Journalists (NCTJ)-qualified professional, she began her career as a senior reporter in Yorkshire before relocating to the UAE in 2013 to join The National newspaper in Abu Dhabi. Jennifer has established herself as a leading voice in Middle Eastern media, contributing to prominent outlets including Gulf News, Arabian Business, Arab Weekly, and Khaleej Times. She served as founding editor of PRWeek Middle East, solidifying her expertise in communications and media strategy.

Throughout her career, Jennifer has collaborated with high-profile organizations such as Mubadala, PwC, WorldSkills Abu Dhabi, and the World Government Summit, providing content creation, event coverage, and media consulting services.

Most recently, Jennifer served as Spotlight Editor with Arab News and senior writer for Al Arabiya English, where she launched and continues to lead the In Focus section, specialising in long-form, impactful narratives that resonate across the Middle East.

As a moderator, Jennifer brings deep journalistic expertise, sharp analytical skills, and engaging presence to high-profile events, helping navigate complex discussions on pressing regional and global topics.



Magnus Lindkvist

FUTUROLOGIST, AUTHOR AND
TRENDSPOTTER

Magnus Lindkvist is the futurologist, author and trendspotting phenomenon who delivers profound keynote performances shot through with subversive humour. For almost three decades he has been performing all over the world, enchanting audiences with his research into the trends of the future. He ranks as one of Sweden's leading international speakers and has been awarded multiple prizes and awards for his achievements.

Magnus has published a number of books on the theme of the future, creativity and trends. In the upcoming book *The Reset Book: How to Bounce Back from a Crisis* (2023) he provides insights, tools and solace for any person or organization seeking to reset and bounce back. In *Minifesto* (2016), he celebrates small ideas and explains why they are so important in a world obsessed with major narratives.

With a Master of Science in Business and Economics from the Stockholm School of Economics and a degree in film production from UCLA, Magnus Lindkvist weaves his qualitative insights with the imaginative storytelling style of Hollywood. He does not just learn and teach about how creative clashes happen – he is the living embodiment of the method. In 2008, Magnus created the world's first academically accredited course in trendspotting and future thinking at Stockholm School of Entrepreneurship.

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Christos Kiritsis

VICE PRESIDENT SMOKE FREE
PRODUCTS, SOUTH & SOUTHEAST
ASIA, COMMONWEALTH OF
INDEPENDENT STATES & MIDDLE
EAST & AFRICA REGION, PMI

Christos Kiritsis is Vice President of Smoke-Free Products for the SSEA, CIS & MEA regions at Philip Morris International. In this role, he leads the development and strategic direction of PMI's smoke-free product portfolio, playing a key role in the company's mission to deliver a smoke-free future by offering alternatives to traditional cigarettes. His work focuses on innovation, quality, and consumer-centricity, delivering next-generation products that meet the evolving needs of adult smokers.

Christos joined PMI in 2004 and has held various senior leadership positions across commercial strategy, digital operations, customer experience, and product innovation. Prior to his current appointment in 2025, he served as Vice President for the Smoke-Free category in Latin America and Canada, and previously held global roles including VP Commerce & Customer Service and VP Omnichannel Management & Operations. His earlier career included leadership roles in Greece, Cyprus, and Malta, where he built expertise across market operations, sales, and distribution.

Over nearly two decades with PMI, Christos has been instrumental in shaping the company's commercial transformation and digital acceleration, including its shift toward reduced-risk alternatives. He is known for his cross-functional leadership, operational agility, and commitment to delivering long-term value through consumer-focused innovation.

He holds an MBA in Business Administration and Management from Hawaii Pacific University.

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Richa Rustagi

MANAGING DIRECTOR, LOWER GULF
& IRAQ, PMI

Richa Rustagi is the Managing Director, Lower Gulf & Iraq at Phillip Morris Management Services (Middle East) Ltd. With over 15 years of international experience in strategic marketing, commercial leadership, and digital transformation, Richa brings a wealth of expertise and a proven track record of driving growth and innovation across diverse markets.

Richa joined PMI in 2009 and has held key leadership roles in Switzerland and the Middle East. Most recently, she was Director of the Combustible Category for the Middle East, leading strategy and performance. Before that, she served as Director, Commercial for Middle East Africa & Duty-Free regions, based in Switzerland, shaping commercial strategies across markets.

Throughout her career, Richa has been at the forefront of PMI's transformation journey. She played a pivotal role in launching IQOS in the GCC in 2019, including leading the first digital-first launch in Saudi Arabia in 2020. Her leadership has consistently delivered strong brand performance, innovative go-to-market strategies, and impactful B2C initiatives.

Before joining Philip Morris, Richa began her career in banking as an analyst at Merrill Lynch and advanced to the position of Assistant Vice President with Merrill Lynch Europe.

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Richa earned an MBA from INSEAD, holds a Master of Engineering in Electronics and Information Sciences and a BA in Electronics and Information Sciences Engineering from the University of Cambridge, UK, where she was a Commonwealth Scholar.

A mother of one daughter, Richa is a firm believer in helping women succeed in business and actively mentors' talent within the organisation.

Her appointment underscores PMI's commitment to accelerating its smoke-free vision in the Middle East through bold leadership and strategic innovation.

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Patrik Hildingsson

DIRECTOR ORAL CATEGORY
COMMUNICATION, PMI

Patrik Hildingsson is Director Oral Category Communication at Philip Morris International. Patrik has a long career in the tobacco and nicotine industry. He started at Swedish Match in 1996 and has held various roles of increasing responsibilities, including Marketing Manager, Vice President Business Development in the U.S., and Vice President of Communication and Public Affairs. Throughout all his roles, communication, public relations, and media have been common themes.

Patrik is the author of the acclaimed book "King of Snus," awarded by the Royal Library of Sweden. Before joining Swedish Match, Patrik worked in the travel industry with SAS Leisure Group and earned a degree in business management and economic history from Lund University.



Dr. David Khayat

PROFESSOR OF ONCOLOGY AT PIERRE ET MARIE CURIE UNIVERSITY (PARIS)

Doctor David Khayat, Professor of Oncology at Pierre et Marie Curie University (Paris) and Head of Medical Oncology at La Pitié-Salpêtrière Hospital (Paris), is the most renowned French oncologist. Pr. David Khayat devoted himself to the fight against Cancer for more than 30 years. Since then, Pr. Khayat has always played a key role in raising awareness among the public and French authorities about cancer. Thus, in 2000, he initiated the "Paris Charter against Cancer," officially supported by the former President Jacques Chirac and UNESCO. This Charter led to the creation of World Cancer Day and the establishment of the Institut National du Cancer (INCa), the French National Institute Against Cancer.

A former counselor to President Chirac (2002-2004), he managed the launch of the first Cancer Plan in France (2003-2009). Pr. Khayat was the head of the INCa from 2004 to 2006, and he remains its honorary president. Founder of the "AVEC" foundation (Life and Hope Against Cancer Association), which was recognized as promoting the public interest in 2013.

In 2001, Pr. Khayat was appointed as adjunct professor of medicine at the MD Anderson Cancer Center, University of Texas, in Houston. Since 2007, Pr. Khayat serves as the advisor to the WTO's managing director in Geneva.

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Pr. Khayat is a member of the renowned American Cancer Society, as well as the American Association for Cancer Research and the American Association of Immunologists. In 2013, he was elected to the board of the American Society of Clinical Oncology, a world-renowned reference in the field of Oncology and in 2024 he was appointed as a member of the Russian Academy of Sciences.

Pr. David Khayat received the highest French distinctions, e.g., "Légion d'Honneur" (2007). He was also awarded several prestigious distinctions and prizes worldwide, including the American Society of Clinical Oncology's Distinguished Achievement Award (2001), the American Society of Clinical Oncology's Special Award (2005), and the American Association for Cancer Research's Public Service Award (2000).

Pr. David Khayat published a wide range of scientific books in France on different topics related to Cancer. However, he also published several books for the general audience, such as "The Real Anti-Cancer Diet" (2010), which has become a bestseller. Then in 2014, he published the second volume, "Preventing Cancer: This also depends on you", in which he addressed the topic of harm reduction. At this occasion, he called for a new approach to public health in France that would be primarily based on the concept of risk reduction.

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John Paul Solis

CONSUMER ADVOCATE, TECH
ENTREPRENEUR AND EARLY
INNOVATOR IN NICOTINE
TECHNOLOGY

John Paul Solis is a Filipino entrepreneur and consumer advocate with over 20 years of experience in operations management, digital strategy, and brand building. He has worked across e-commerce, retail distribution, financial services, and marketing.

A former smoker who transitioned to vaping in 2011, Solis became the Mindanao Franchisee of Vape King in 2012, one of the Philippines' first specialty vape shops. His early use of tobacco alternatives including heat-not-burn products like IQOS and nicotine pouches shows his interest in new nicotine technologies and his commitment to giving consumers better options.

Solis is the Founder and Managing Director of Zapit.ph, the country's first members-only e-commerce platform. He builds digital platforms that serve niche communities and support consumer-first experiences.

He is also part of several well-known bars in the Philippines with one opening soon in Bonifacio Global City (BGC). His exposure to these communities gives him direct insight into the everyday experiences and preferences of nicotine consumers. This connection helps shape his advocacy work and keeps him grounded in real-world consumer behavior.

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Solis is a strong advocate for innovation, transparency, and consumer rights in the nicotine space. He believes people should have access to clear information, diverse product choices, and fair rules based on facts. His work focuses on helping consumers make informed decisions without misinformation or stigma.

He is now building SINAG (Science & Innovation Nicotine Advocacy Group), a consumer-led initiative that promotes open discussion, smart regulation, and access to new nicotine technologies. He wants to make sure consumers are part of the conversation and have a say in how the space grows

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Fred Roeder

MANAGING DIRECTOR, CONSUMER
CHOICE CENTER

Mr. Roeder, health economist and managing director of the Consumer Choice Center, is a consumer advocate at heart. He has been working in the field of grassroots activism for more than 10 years. He has worked in healthcare reform in North America and Europe. One of his passions is to analyze how disruptive industries and technologies allow consumers more choice at a lower cost.

Mr. Roeder also loves researching how innovation makes our lives better and is very interested in consumer choice and regulatory trends in the following industries: consumer goods, healthcare, sharing economy, airlines. In 2014 he organized a protest in Berlin advocating for competition in the taxi market.

Among many op-eds and media appearances, he has been published in the Frankfurter Allgemeine Zeitung, Wirtschaftswoche, Die Welt, the BBC, BILD, ABC Portland News, Montreal Gazette, Daily Mail, Handelsblatt, Huffington Post Germany, CityAM, L'Agefi, and the Guardian.

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Gift Khosa

EDITOR, BRAND SPECIALIST,
CAMPAIGN SPECIALIST AND
COMMUNICATIONS EXPERT

Gift Khosa is an accomplished editor, brand and campaign specialist, and communications expert with over eight years of experience. He currently serves as the editor of The Guide Online, a dynamic digital magazine dedicated to keeping readers informed about the latest developments and cultural happenings in South Africa.

With expertise in crafting compelling narratives, developing strategic communication plans, and producing engaging content, Gift has built a reputation for creating work that resonates strongly with urban, culture-conscious audiences.

A former smoker, Gift now exclusively uses *IQOS*, *ZYN* and *VEEV*, and frequently shares his journey across his social and media platforms, combining his personal experiences with his professional expertise to foster authentic connections with diverse audiences.

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Omar Karim Prawiranegara

PARTNERSHIP AND COMMUNITY
ADVISOR AT MAJA GROUP

Omar Karim Prawiranegara is the Partnership and Community Advisor at MAJA Group, a leading Indonesian hospitality company with a portfolio of hotels, restaurants, and lifestyle venues across Bandung, Bali, and Jakarta. Drawing on a distinguished career with global brands such as Unilever, Danone, FrieslandCampina, and Fonterra, as well as his entrepreneurial experience as co-founder of DUA Coffee, Omar brings deep expertise in consumer insights, brand positioning, and business innovation.

At MAJA Group, Omar leads initiatives that connect passionate travelers with authentic Indonesian experiences, curating destinations that are both unique and community driven. His leadership has been instrumental in forging strategic partnerships that elevate the group's brand and guest experience.

With a strong belief in the science and technology behind smoke-free products, Omar recognized the potential of IQOS early on. His confidence in its research-driven innovation led him to pioneer a strategic collaboration with Sampoerna. What began as a response to a growing base of IQOS users evolved into a formal partnership. Today, five MAJA Group cafés and bars in Bandung offer IQOS-friendly, smoke-free environments—setting a new benchmark for modern hospitality in Indonesia.

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This initiative has not only reinforced MAJA Group's reputation as a progressive and inclusive brand but has also delivered measurable business results. By providing cleaner, smoke and odor-free spaces, these venues have attracted a new segment of adult consumers who stay longer, spend more, and return frequently, contributing to a 25% increase in revenue. Omar emphasizes that this transformation is more than a facility upgrade; it reflects MAJA Group's commitment to adaptability, relevance, and leadership in redefining the customer experience.

Omar's story exemplifies how Indonesian innovation in hospitality can drive both customer satisfaction and tangible economic impact, positioning MAJA Group as a trendsetter in the industry.