

12<sup>TH</sup> GLOBAL FORUM ON NICOTINE



GFN

WARSAW 2025

CHALLENGING PERCEPTIONS  
– EFFECTIVE COMMUNICATION  
FOR TOBACCO HARM REDUCTION

GFN.TV



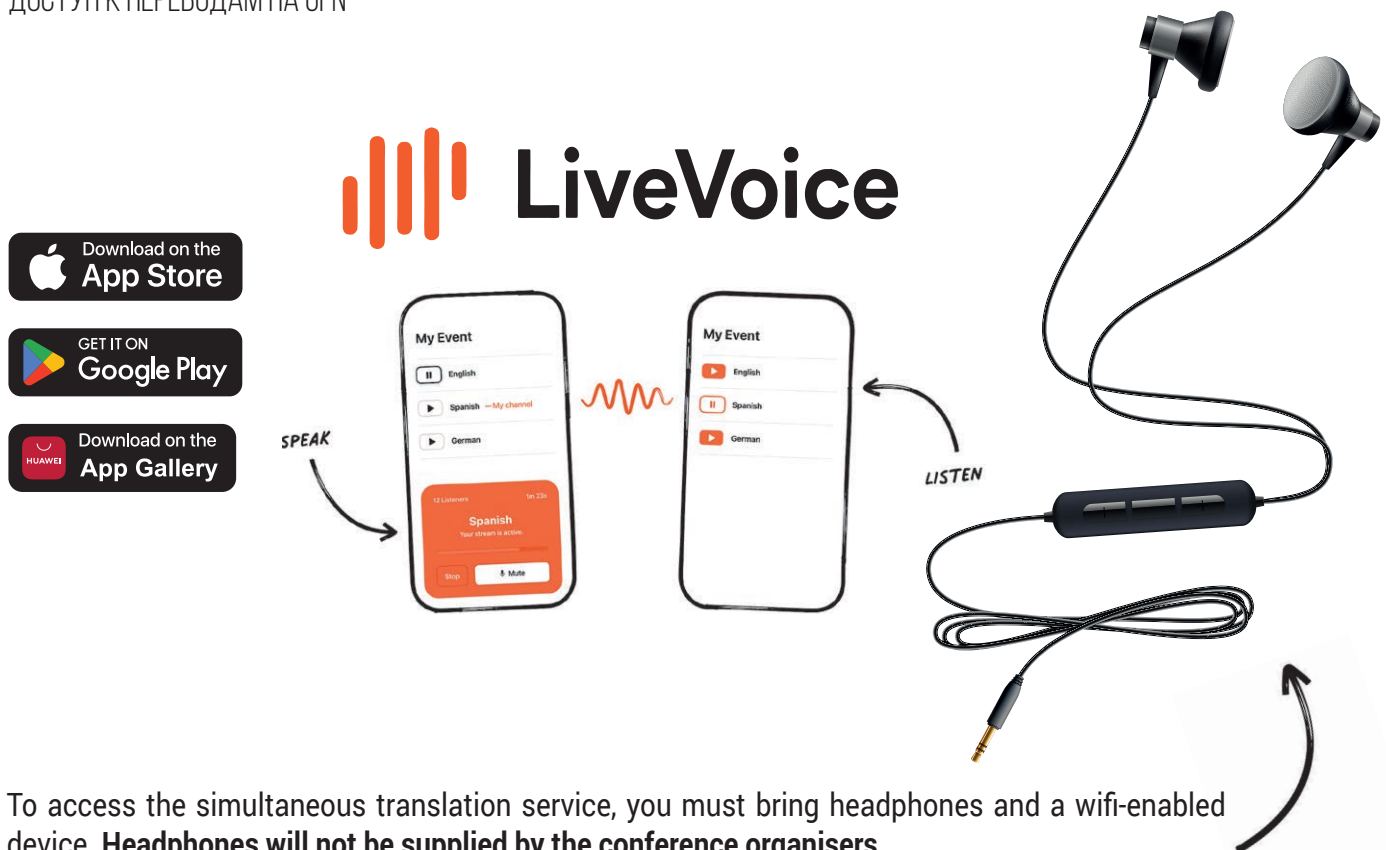
19–21 JUNE 2025, WARSAW PRESIDENTIAL HOTEL

[HTTPS://GFN.EVENTS](https://GFN.EVENTS) @GFNICOTINE



## ACCESSING TRANSLATIONS AT GFN

ACCESO A LAS TRADUCCIONES EN GFN  
ДОСТУП К ПЕРЕВОДАМ НА GFN



To access the simultaneous translation service, you must bring headphones and a wifi-enabled device. **Headphones will not be supplied by the conference organisers.**

Para acceder al servicio de traducción simultánea, debes traer auriculares y un dispositivo con conexión wifi. **Los auriculares no serán suministrados por los organizadores de la conferencia.**

Чтобы воспользоваться услугой одновременного перевода, необходимо иметь наушники и устройство с поддержкой wifi. **Организаторы конференции не будут предоставлять наушники.**

## ACCESS THE TRANSLATIONS ONSITE USING THE QR CODE

## ACCEDA A LAS TRADUCCIONES IN SITU UTILIZANDO EL CÓDIGO QR

## ПОЛУЧИТЬ ДОСТУП К ПЕРЕВОДАМ МОЖНО НА МЕСТЕ, ИСПОЛЬЗУЯ QR-КОД



**[EN]**

Selected GFN sessions will be simultaneously translated from English (EN) into Spanish (ES) and Russian (RU). Both the EE&CA Workshop and the LATAM Workshop will be translated into English. Look for EN+ES+RU on the programme to see which sessions will be translated.

Access simultaneous translations onsite using the QR code above. Alternatively you can download the LiveVoice app onto your mobile phone or tablet and enter the event code: 063342

**[ES]**

Las sesiones seleccionadas del GFN serán traducidas simultáneamente del inglés (EN) al español (ES) y al ruso (RU). Tanto el Taller de EE&CA como el Taller de LATAM serán traducidos al inglés. Busca EN+ES+RU en el programa para ver qué sesiones serán traducidas.

Accede a las traducciones simultáneas en el lugar utilizando el código QR arriba. Alternativamente, puedes descargar la aplicación LiveVoice en tu teléfono móvil o tableta e ingresar el código del evento: 063342

**[RU]**

Выбранные сессии GFN будут одновременно переведены с английского (EN) на испанский (ES) и русский (RU). Оба семинара – EE&CA и LATAM – будут переведены на английский язык. Ищите EN+ES+RU в программе, чтобы узнать, какие сессии будут переведены.

Для доступа к одновременным переводам на месте используйте указанный выше QR-код. Кроме того, вы можете скачать приложение LiveVoice на свой мобильный телефон или планшет и ввести код мероприятия: 063342

## WELCOME TO PARTICIPANTS

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### The Global Forum on Nicotine 2025 #GFN25

Thursday 19 to Saturday 21 June

Warsaw Presidential Hotel, Al. Jerozolimskie 65/79, Warsaw 00-697 Poland

Welcome to the Global Forum on Nicotine 2025, our twelfth annual conference and the tenth occasion we have held it here in the beautiful city of Warsaw. The name of the venue may have changed, but you can be assured you will still experience high quality facilities and services at the Warsaw Presidential Hotel.

GFN remains the only international conference to focus on the role of safer nicotine products that help people switch from smoking and this year our theme is **'Challenging Perceptions – Effective Communication for Tobacco Harm Reduction'**.

Safer nicotine products continue to challenge the dominance of the combustible cigarette - with huge potential impacts for global public health. But headway is being slowed by a paradox. Each year, the scientific basis for tobacco harm reduction continues to grow. Yet each year, popular opinion about it appears to worsen. GFN 25 will focus on finding solutions for the misunderstandings, misconceptions and mischaracterisations that are hindering progress. Reducing smoking-related harms is urgent. How can we make the case for harm reduction more effectively?

Some key issues we will address are:

- What makes tobacco harm reduction so scary for some?
- Tobacco harm reduction and the media – the relationship between evidence, narrative and consequences for individuals and communities
- The impact of legislation and regulation on shaping the landscape for safer nicotine products
- Evaluating WHO tobacco harm reduction science
- What consumers are told and what they know – dealing with misinformation from the newsroom to social media

We will also ask the question, **'who else should be in the room?'**, looking at how tobacco harm reduction can engage with other fields – including the drug treatment and mental health sectors, where tobacco use is a major factor in poor physical health outcomes – to develop alliances and joint working, exploiting synergies and advancing the cause of public and individual health.

As always, the conference will comprise keynote presentations, panel discussions and workshops, as well as the **Science Lab**, established last year, where researchers can show short videos and discuss the results of their work with the audience.

The **Tobacco Harm Reduction Film Festival** returns, with awards for the best entries, and this year we introduce a **THR Photo Festival**, inviting artists to submit photos which showcase their own interpretations of tobacco harm reduction.

We are once again pleased to be able to stream much of the conference live, enabling those unable to join us in person to take part online, with many of the sessions offering simultaneous translation into Spanish and Russian.

The programme offers something for everyone and is designed to inspire constructive discussion and debate. We also encourage you to join in a number of social and networking events, renewing acquaintances and making new ones.

This reader will be your guide to GFN 25, offering detailed information on the programme, speakers and much more. And as always, our team is on hand to assist you in any way they can.

Enjoy GFN 25!

Paddy Costall, GFN Director  
Jessica Harding, GFN Programme Director

## INFORMATION FOR GFN PARTICIPANTS

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The GFN conference is funded by registrations and has not received any sponsorship from manufacturers, distributors or retailers of nicotine products, including pharmaceutical, electronic cigarette and tobacco companies.

This is a multi-stakeholder event – participants include consumers, scientists, regulators, manufacturers and distributors, public health professionals, policy analysts and parliamentarians. Inevitably there will be a wide range of views expressed. We ask you to observe a basic ‘house rule’ that every speaker – whether from the platform, or the audience – deserves to be listened to with courtesy.

## FILMING AND PHOTOGRAPHY

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The conference welcomes commercial and non-commercial media coverage of the event, including film, photographic and audio recording. Filming and audio recording (excluding photography using small equipment such as mobile phones) in the session rooms is by permission of the organisers and should be done in an unobtrusive manner that does not impede the proceedings for participants.

Unless otherwise agreed in writing, copyright in all images and recordings in the session rooms becomes joint copyright of the person, or organisation making the recording and the conference organisers. No film, images, or audio-recordings taken anywhere in the conference venue may be used in any commercial context without the agreement of the organisers and those who appear in such media.

## GFN PATRON – MR HON LIK

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**Mr Hon Lik** is the Chinese pharmacist who invented the modern electronic cigarette. In 2001, while using high-dose nicotine patches to help himself stop smoking, he devised a system on a large console, using food additives as solvents. The challenge was managing to scale the mechanism down to a miniature size, suitable for a hand-held cigarette-sized device, and getting the right dose of nicotine while also getting the right odours from additives.

In 2000, he came up with the idea of using a piezoelectric ultrasound-emitting element to vaporize a pressurized jet of liquid containing nicotine diluted in a propylene glycol solution. Hon also proposed placing the liquid in a disposable plastic cartridge, which serves as a reservoir and mouthpiece. These inventions are the basis of the present-day electronic cigarettes. In 2003, Hon filed the first patent in China for the device and the first electronic cigarette was manufactured that year in Beijing.

## MEDIA PARTNERS

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### DRINK AND DRUGS NEWS

 [drinkanddrugsnews.com](http://drinkanddrugsnews.com)

Drink and Drugs News is the monthly magazine for people working with – and affected by – drugs, alcohol and other addictions. The publication is independent, free to subscribers, and funded by advertising. Over 20 years it has become respected as the impartial forum for information and debate, covering all treatment modalities and involving research, with a special interest in harm reduction. DDN's publishing company, CJ Wellings Ltd, is proud of its independence and strives to maintain a fair, balanced and accessible publication. In the UK it is distributed in print format to all places that work with addictions, from health and social care to criminal justice and prisons. It is also freely available online.



### ECIGCLICK

 [ecigclick.co.uk](http://ecigclick.co.uk)

Ecigclick was founded in 2010, with the aim to give readers independent, in depth and unbiased advice on the latest vape products to buy and the latest industry news. Today Ecigclick is visited by hundreds of thousands of readers each month from around the world and tests hundreds of products each year. They have grown to be one of the biggest vape sites in the UK and growing each year. They are also the home of the Ecigclick Vape Awards, their annual awards voted for 100% by vapers.



### FILTER

 [filtermag.org](http://filtermag.org)

Filter is an online harm reduction magazine. Launched in 2018, its mission is to advocate through journalism for rational and compassionate approaches to drug use, drug policy and human rights. This remit includes extensive reporting on global tobacco harm reduction developments from writers around the world. Filter is owned and operated by The Influence Foundation, a 501(c)(3) nonprofit organisation based in New York.



### 2FIRSTS

 [2firsts.com](https://2firsts.com) [EN]  
[2firsts.cn](https://2firsts.cn) [ZH]

2FIRSTS is a media outlet and consultancy dedicated to the next-generation nicotine product (NGP) industry. With professional editorial and research teams and an online presence through its website, it welcomes more than 10,000 daily visits from brands, distributors, regulators, and large NGP and tobacco firms worldwide. 2FIRSTS journalists are seen world-wide, interviewing key regulators and top-notch companies. 2FIRSTS is a source providing references for both mass and industrial media. 2FIRSTS's consulting clients span from big NGP and tobacco firms to government bodies of multiple countries. 2FIRSTS has partnered with multiple events, brands, NPOs, and institutes. 2FIRSTS is developing multiple promotional pathways for its advertisement clients to choose from: 2FIRSTS homepage, publications, multimedia platforms including Youtube and Twitter, and offline advertisement providers.



### PLANET OF THE VAPES

 [planetofthevapes.co.uk](https://planetofthevapes.co.uk)

Planet of the Vapes carries everything you need to stay informed and up-to-date on the latest trends in vaping. As one of the leading providers of worldwide vaping and tobacco harm reduction news, product reviews and more, their busy forum has over 55,000 members, and our weekly newsletter reaches over 60,000 subscribers. Planet of the Vapes host advertising space for worldwide vendors and manufacturers.



### TOBACCOINTELLIGENCE

 [tobaccointelligence.com](https://tobaccointelligence.com)

TobaccoIntelligence provides impartial, independent and premium market and regulatory analysis, legal tracking, and quantitative data for the nicotine and tobacco alternatives sector worldwide. We offer a one-stop source of market and regulatory strategic data for the tobacco and nicotine alternatives business, including heated tobacco and reduced-risk oral products. Providing all the data in one online platform reduces the amount of time and money spent monitoring the sector for multiple international markets. Our global perspective on the international tobacco and nicotine sector offers you key data such as market trends, key players, regulatory obligations and industry dynamics. Produced by a group of highly experienced specialist lawyers, economists and journalists, our head office is in Barcelona, Spain, and we also have teams in the UK and USA along with correspondents and contributors from around the world. In addition, we offer customised research and consultancy support.



### VAPING TODAY

 [thevapingtoday.com](https://thevapingtoday.com)

VapingToday is a Spanish-language online newspaper that specializes in the promotion of Tobacco Harm Reduction. It provides comprehensive coverage of political, scientific, sociocultural, and community issues, along with expert perspectives from a global viewpoint. Its goal is to be a reliable and informative resource for its readership. Established in 2020 through a strategic collaboration between C3PRESS, a Brazilian news agency, and Kramber Designs, a Colombian design studio, the newspaper seeks to ensure that people have access to accurate information and to transform the informational landscape of a topic that is often plagued by disinformation. After four years of operation, Vaping Today has earned a reputation as a reputable source of information in the community, attracting over 500 daily visitors. This growth reflects the increasing demand among Spanish-speaking populations for verified and reliable information on Tobacco Harm Reduction.



### VAPOUR POLAND

 [vapourpoland.com](https://vapourpoland.com)

Vapour Poland Magazine was established in 2019, with its debut at the sixth edition of GFN. Available both online and in print, the magazine is directed at consumers of safer nicotine products and the industry associated with these products. The content focuses on promoting tobacco harm reduction, legislation related to safer nicotine products, and especially on providing readers with accurate information about the real risks of these products. Vapour Poland organizes harm reduction conferences and engages in initiatives to combat misinformation in the media. By prioritizing a scientific approach, the magazine aims to contribute to a healthier society.



### REGWATCH

 [regulatorwatch.com](https://regulatorwatch.com)

RegWatch is a Vancouver-based online media platform covering the regulation of safer nicotine products in North America, the UK, and beyond. Since 2015, RegWatch has produced over 600 episodes, featuring interviews with hundreds of top scientists, researchers, and regulatory officials, including experts from Public Health England, Health Canada, and the FDA's Tobacco Products Scientific Advisory Committee.



The **Michael Russell Oration** has been established as an annual event, delivered to honour the work and memory of **Professor Michael Russell**, one of the pioneers in the study of smoking behaviour, clinical interventions and public policy action, who died in 2009. Michael was a psychiatrist and research scientist. His achievements confirmed him as a pioneer in the study of tobacco dependence and the development of treatments to help smokers quit. The enduring impact of his work is likely to place him among the foremost clinical public health scientists of the twentieth century.

He was born in Cape Town, South Africa, and whilst working in London at the Institute of Psychiatry between 1969 and 1998, he conducted a number of highly original studies that revolutionised our understanding of both the pharmacological and psychological basis of tobacco smoking. For public health, the interventions and treatments he developed have had an enormous impact throughout the world in reducing the morbidity and mortality caused by tobacco. In the UK, his work formed much of the evidence base that inspired the NHS Stop Smoking Services, launched in the year after his retirement. He argued that while the tobacco industry remained free to market cigarettes, millions of lives would be prematurely ended, especially in the growing markets in developing countries, before enough smokers could quit.

Based on the knowledge that pure nicotine carries little health risk, but is the main reason why people smoke, he advocated the development and promotion of safer nicotine products to the exclusion of cigarettes, to reduce the majority of harm caused by ingesting the non-nicotine toxins in burning tobacco. Michael Russell is the person who did the most to lay the foundations for tobacco harm reduction that drives much research in the field today.

Following The Michael Russell Oration, the recipient of The Michael Russell Award 2025 will be announced. The Award honours someone who has made a substantial and innovative contribution to the science and understanding of safer nicotine products and tobacco harm reduction.

## THE MICHAEL RUSSELL ORATION 2025

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### ARIELLE SELYA

To deliver this eleventh Michael Russell Oration, we are delighted to welcome Dr Arielle Selya. Arielle is a Senior Scientist at Pinney Associates, in the USA, whose primary expertise is tobacco use behaviour among youth and adults. Prior to joining Pinney, she spent a decade in academia, studying adolescent substance use and addiction. She has also previously held posts at Sanford Research and the University of North Dakota.

Arielle also describes herself as a voracious consumer of academic research, and in her oration will present on the state of nicotine and tobacco research.

The oration will briefly cover common critical flaws in current literature, the polarisation in the field, and issues in translating academic research to the public sphere. Informed by her decade in academia, Arielle will offer insights into structural incentives that influence all stages of academic research, including grant funding and promotion and tenure requirements (in the early stages), confirmation bias and publishing incentives (in the middle stage) and communication venues (in the late stages). Lessons learned and possible opportunities to improve research in the field, as well as to improve science communication, will be discussed.

**MICHAEL RUSSELL ORATIONS  
2014–2024**



## PREVIOUS RECIPIENTS OF THE MICHAEL RUSSELL AWARD



### COLIN MENDELSON

Colin Mendelsohn worked as a medical practitioner, academic and researcher in smoking cessation and tobacco harm reduction for 40 years. He is the Founding Chairman of the Australian Tobacco Harm Reduction Association and was a Conjoint Associate Professor in the School of Public Health and Community Medicine at the University of New South Wales. He was a member of the expert advisory group that develops the Royal Australian College of General Practitioners' national smoking cessation guidelines. He is actively involved in teaching, writing, and advocating for tobacco harm reduction.



### GERRY STIMSON

Professor Gerry Stimson is a leading advocate for tobacco harm reduction. A public health social scientist, with over 50 years' experience of research and advocacy, he was one of the founders of harm reduction in the 1990s, helping to develop and evaluate harm reduction in the UK as a response to HIV/AIDS. Gerry has advised the UK Government, WHO, UNAIDS, UNODC, the World Bank and numerous governments around the world on issues relating to drugs, HIV infection and AIDS, and alcohol. He has also published over 220 scientific publications and several books. He is a co-founder of the Global Forum on Nicotine. Gerry is advisor to the Knowledge•Action•Change projects on tobacco harm reduction including the Tobacco Harm Reduction Scholarship Programme and the Global State of Tobacco Harm Reduction project. He is Emeritus Professor at Imperial College London.



### BRAD RODU

Dr Brad Rodu is a professor of medicine and holds an endowed chair in tobacco harm reduction research at the University of Louisville, Kentucky USA. Involved in research and policy development regarding tobacco harm reduction since 1994, he has authored 70 medical publications about tobacco. A member of the James Graham Brown Cancer Center, Professor Rodu was chosen for the Michael Russell Award in recognition of his ethical and thorough approach, his work on smokeless tobacco and its relative safety and his studies involving the use of new products to help smokers switch, all of which have advanced the knowledge and understanding of tobacco harm reduction in a significant way. Professor Rodu has published in a broad range of medical and scientific journals, wrote the book, *For Smokers Only: How Smokeless Tobacco Can Save Your Life* and runs the blog Tobacco Truth.



### DAVID ABRAMS

Born in South Africa, Dr David Abrams is a Professor of Social and Behavioral Sciences at New York University College of Global Public Health. With degrees in Psychology and Computer Science, David is a licensed clinical psychologist specialising in nicotine use, addictions and chronic disease prevention. Along with over 300 scholarly articles, he authored *The Tobacco Dependence Treatment Handbook*, winner of a book of the year award. Throughout a career spanning over forty years, he has specialised in harm reduction, addictive behaviour, tobacco and nicotine use and improving quality of life. His present focus is aligning complex systems forces to end smoked tobacco use behaviours and replace deadly smoking with safer smokeless modes of nicotine delivery.



### LARS RAMSTRÖM

From 1967 to 1989, Dr Ramström was Director of the Swedish National Smoking and Health Association, a governmentally supported health agency dealing with research, public information and tobacco control matters. Since 1990, he has acted as Principal Investigator of the Institute for Tobacco Studies, Stockholm, Sweden, an independent consultancy focusing on research in the epidemiology of tobacco use and related policy matters. He has had extensive engagements in international activities with various international organisations including the WHO and with the ICAA (International Council on Alcohol and Addictions), and was Secretary General of the Fourth World Conference on Smoking and Health, Stockholm, 1979. He has authored numerous articles in the scientific literature and acted as reviewer for a number of medical science journals. In 1988 he received the WHO Award Medal for achievements in Tobacco Control. He was the recipient of the inaugural Michael Russell Award in 2018.

9:00 – 13:00



### GSTHR ROADSHOW EECA

EN+ES+RU

#### MODERATOR

Tatsiana Pikirenia

#### SPEAKERS

Gerry Stimson, Sergei Soshnikov, Satenik Muradyan, Olga Belugina, Alexei Alexandrov, Andria Urushadze, Akmal Aliev, Kateryna Parfeniuk, Gennady Roshchupkin, Uladzimir Pikirenia, Giorgi Mzhavanadze, Guzalkhon Zakhidova, Sergei Bessonov, Garrett McGovern

10:30 – 13:00



### GSTHR ROADSHOW LATAM

EN+ES+RU

#### HOST

Jeffrey Zamora

#### PANELLISTS

Roberto Sussman, Alejandra Medina, Jorge Palma, Julia Anguiano, Angélica Cabrera

11:15 – 11:35

### BREAK

11:30 – 13:00



### GOOD COP, BAD COP



#### HOST

Martin Cullip  
United Kingdom

13:00 – 14:00

### LUNCH BREAK

14:00 – 16:30



### GSTHR ROADSHOW EECA (CONT.)

EN+ES+RU

14:00 – 16:30



### GSTHR ROADSHOW LATAM

EN+ES+RU

#### HOST

Juan José Cirión Lee

#### PANELLISTS

Sergio Melgarejo Salum, Mara Marcik, Ignacio Leiva, Francisco Ordóñez

9:00 – 9:30

COMMENTARY TEAM #1

LIVE



HOST

Harry Shapiro

United Kingdom

9:30 – 11:00

BALLROOM

OPENING AND KEYNOTE #1

EN+ES+RU

LIVE

## WHAT'S SO SCARY ABOUT TOBACCO HARM REDUCTION?

Mark will explore the lessons he has learned from the drug harm reduction movement, not least the way stigma experienced by people who use drugs, and moral judgements about drug-taking affect policy and political decision-making. Consumer advocates and tobacco harm reduction campaigners face significant challenges engaging lawmakers and public health organisations, including structural opposition to safer nicotine products. How can we convince those in power that this consumer-led public health revolution can lead to real-world change?



HOST

Paddy Costall

United Kingdom



SPEAKER

Mark Tyndall

Canada



RESPONDENT

Carolyn Beaumont

Australia

11:00 – 11:30

BREAK

11:30 – 13:00

BALLROOM ABC

PANEL DISCUSSION #1

EN+ES+RU

LIVE

## REFLECTIONS ON THE FRAMEWORK CONVENTION ON TOBACCO CONTROL AT 20

Despite its aim to reduce global consumption of cigarettes, the impact of the WHO's Framework Convention on Tobacco Control (FCTC) on tobacco use has been heavily contested, particularly in relation to low-income countries. The panel will assess the effectiveness of the upper case Convention as it reaches its 20th anniversary, and highlight areas that need drastic change, if it is to have any future relevance in reducing smoking.



HOST

Jeannie Cameron

United Kingdom



SPEAKER

Tikki Pangestu

Indonesia



SPEAKER

Derek Yach

USA



SPEAKER

David Khayat

France



SPEAKER

Asa Saligupta

Thailand

11:30 – 13:00

BALLROOM DEF

WORKSHOP

## CAN WE STOP DISCUSSING AND FOCUS ON ACTION? – DELPHI APPROACH TO CORRECT NICOTINE AND RELATIVE RISK MISPERCEPTIONS

Achieving consensus in debates around tobacco harm reduction is rare. This workshop will explore how we can effectively build consensus in academic discussions around safer nicotine products, and correct misconceptions about tobacco harm reduction, using the Delphi Approach, a structured communications process. After short introductory remarks, participants will engage in group discussions using Delphi techniques and concepts, finishing with a look towards future applications and a Q+A.



HOST

Mohamadi Sarkar

USA



SPEAKER

Arielle Selya

USA



SPEAKER

Pasquale Caponnetto

Italy

11:30 – 13:00



## WORKSHOP

## EFFECTIVELY COMMUNICATING YOUR MESSAGE AS A CONSUMER (LMIC FOCUS)

Examining external communication challenges consumers encounter in their advocacy work, the workshop will focus on amplifying consumer experience, sharing tried and tested tactics for engaging with, and responding to, external discussions about safer nicotine products. It will help equip advocates with the skills to target their messaging to a broad range of stakeholders, including public health professionals, regulators and the general public.



## HOST

**Nancy Loucas**

New Zealand



## HOST

**Heneage Mitchell**

Hong Kong



## SPEAKER

**Rohan Sequeira**

India



## SPEAKER

**Jeffrey Zamora**

Costa Rica

11:30 – 13:00



## SCIENCE LAB #1

GFN as a whole is driven by the latest science and evidence. The Science Lab provides the opportunity for the presentation of lab-based research, epidemiological research, modelling, market research on consumer behaviour, and discussing results – or expected results – of studies. Each presenter is given 15 minutes – including the time to show a five minute video – to present and discuss their work.

## HOST

**Karin Jacobson**

## PRESENTERS

**Anna Masser**

Nicotine content and nicotine uptake

**Paweł Woźnicki**

Removing aroma compounds from nicotine extract

**Sebastien Soulet**

Conversion of glycerol to aldehydes using a vaping device: characterisation and toxicological implications

**William Jackson**

Introduction to Zanoprima's synthetic nicotine

**Gizelle Baker**

Misunderstanding nicotine delivery: a discussion on nicotine pouches

13:00 – 14:00

## LUNCH BREAK

13:30 – 14:00

## COMMENTARY TEAM #2



## HOST

**Barnaby Page**

United Kingdom

14:00 – 15:30



## SPANISH WORKSHOP

EN+ES



## CHALLENGING PERCEPTIONS – EFFECTIVE COMMUNICATION FOR TOBACCO HARM REDUCTION

A workshop to examine a number of key issues for Latin America. How can scientists and users overcome obstacles and censorship when communicating the principles of harm reduction to the general public and regulators? What strategies could enhance effective and understandable communication?



HOST

Jeffrey Zamora

Costa Rica



SPEAKER

Diego Verrastro

Argentina



SPEAKER

Miguel Okumura

Brasil



SPEAKER

Roberto Sussman

Mexico



SPEAKER

Gina Reyes

Colombia



SPEAKER

Julian Quintero

Colombia



SPEAKER

Miguel Garcia

Mexico

14:00 – 15:30



## WORKSHOP

## LOW AND MIDDLE INCOME COUNTRIES: COMMUNICATING THE SCIENTIFIC RATIONALE OF TOBACCO HARM REDUCTION

Examining available evidence on the net public health impact of incorporating tobacco harm reduction principles in policymaking, participants will discuss the challenges and opportunities to leverage tobacco harm reduction approaches to achieve LMIC public health goals. The aim is to identify the top three priorities as a takeaway for key stakeholders in the audience.



HOST

Sud Patwardhan

India / United Kingdom



SPEAKER

Satenik Muradyan

Armenia



SPEAKER

Hugo Tan

Malaysia



SPEAKER

Sharifa Ezat Wan Puteh

Malaysia



SPEAKER

Rajesh Sharan

India

14:00 – 15:30



## WORKSHOP

## MESSAGING AND MEDIA ENGAGEMENT

This interactive workshop will examine ways advocates might facilitate conversations about public messaging, media engagement and how to address familiar challenges for THR. Panellists will be there to listen, learn and respond, as well as presenting their own insights and recommendations.



FACILITATOR

Will Godfrey

USA



SPEAKER

Kiran Sidhu

USA



SPEAKER

Dorrie Heemskerk

Netherlands



SPEAKER

Jacob Grier

USA

14:00 – 15:30



## SCIENCE LAB #2



GFN as a whole is driven by the latest science and evidence. The Science Lab provides the opportunity for the presentation of lab-based research, epidemiological research, modelling, market research on consumer behaviour, and discussing results – or expected results – of studies. Each presenter is given 15 minutes – including the time to show a five minute video – to present and discuss their work.

## HOST

Gizelle Baker

## PRESENTERS

**Karin Jacobson** on behalf of  
**Yuki Kimura**

Association between HTP use behavior and incidence of respiratory symptoms  
Part 1 (Amount of use)

**Karin Jacobson** on behalf of  
**Yuki Kimura**

Association between HTP use behavior and incidence of respiratory symptoms  
Part 2 (Product use)

**Chloe Rose**

Driving trust in nicotine product safety through smart site selection and innovative trial design

**Chris Junker**

The next frontier in advancing THR: oral nicotine products

**Roberto Sussman**

Critical appraisal of exposure studies of e-cigarette aerosol generated by high-powered devices

15:30 – 16:00

## BREAK



16:00 – 17:15



## PANEL DISCUSSION #2

EN+ES+RU



## NICOTINE POUCHES – WHAT'S THE REAL STORY?

In Sweden, the combination of snus and the emergence and uptake of pouches were likely key to its unparalleled achievement of smoke-free status, in November 2024. Despite these positive signs, regulators are circling, particularly in Europe, with bans either in force or planned in several member states. The panel will explore the science and evidence for pouches and discuss what steps need to be implemented to ensure proportionate and effective regulation.



## HOST

**Martin Cullip**

United Kingdom



## PANELLIST

**Anna Franzén**

Sweden



## PANELLIST

**Mark Oates**

United Kingdom



## PANELLIST

**Barnaby Page**

United Kingdom



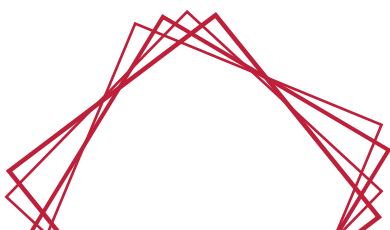
## PANELLIST

**Cecilia Kindstrand-Isaksson**

Sweden

17:15 – 18:15

## BREAK



THURSDAY 19 JUNE 2025

17:45 – 18:15

COMMENTARY TEAM #3

 LIVE

HOST

Paddy Costall

United Kingdom

18:15 – 19:30

MICHAEL RUSSELL ORATION AND AWARDS

EN+ES+RU

 LIVE BALLROOM

HOST

Clive Bates

United Kingdom



SPEAKER

Arielle Selya

USA



AWARDS HOST

Gerry Stimson

United Kingdom

19:30 – LATE

 SPHINX  
RESTAURANT

CONFERENCE PARTY – ALL WELCOME!

*Party*

FRIDAY 20 JUNE 2025

9:00 – 9:30

COMMENTARY TEAM #4

 LIVE

HOST

Fiona Patten

Australia

9:30 – 11:00

KEYNOTE #2

EN+ES+RU

 LIVE BALLROOMTOBACCO HARM REDUCTION AND THE MEDIA – EVIDENCE, NARRATIVE  
AND CONSEQUENCES

Jacob will highlight how, despite positive gains made by advocates for drug harm reduction, tobacco harm reductionists face an uphill battle to be heard, let alone get the evidence across. From outdated media narratives to prohibitionist policies and their consequences, he will guide us through the current state of THR and tobacco control messaging, and help advocates create compelling narratives that share the evidence underpinning THR.



HOST

Marina Murphy

United Kingdom



SPEAKER

Jacob Grier

USA



RESPONDENT

Harry Shapiro

United Kingdom

11:00 – 11:30

BREAK

11:30 – 13:00



WORKSHOP

## A FRESH LOOK AT FLAVOURS

EN+ES+RU



Flavours have been a focal point of the debate about safer nicotine products, with calls to ban or restrict flavours often receiving significant media coverage. This workshop will however highlight the growing evidence supporting the use of flavours in smoking cessation and explore changing attitudes to these products and the challenges regulators face in creating risk-proportionate legislation.



HOST

Ian Fearon

United Kingdom



HOST

Christopher Russell

United Kingdom



SPEAKER

Piotr Kozarewicz

Poland



SPEAKER

Elizabeth Becker

USA



SPEAKER

Autumn Bernal

USA

11:30 – 13:00



WORKSHOP

## MOBILISING CONSUMER VOICES FOR SAFER NICOTINE ALTERNATIVES

The workshop will assist participants to build a repertoire of low-cost and high-impact strategies, which can be used to spread awareness about tobacco harm reduction and safer nicotine products. Guided by real-world knowledge gathered from successful advocacy campaigns and consumer-focused initiatives, it will equip advocates with the necessary skills to sway hearts and minds in the THR debate.



HOST

Maria Papaioannoy-Duic

Canada



HOST

Ignacio Leiva

Chile

11:30 – 13:00



## SCIENCE LAB #3

GFN as a whole is driven by the latest science and evidence. The Science Lab provides the opportunity for the presentation of lab-based research, epidemiological research, modelling, market research on consumer behaviour, and discussing results – or expected results – of studies. Each presenter is given 15 minutes – including the time to show a five minute video – to present and discuss their work.

HOST

Summer Hanna

PRESENTERS

Riccardo Polosa on behalf of

Giusy Rita Maria La Rosa

Oral side effects of non-combustible nicotine products: systematic review and network meta-analysis

Yusuf Adebisi  
and Derek Yach

Understanding research gaps and priorities for tobacco harm reduction in LMICs

Gabriel Oke

Emerging public health advocates' readiness to communicate THR

Marewa Glover

Vaping as an off-ramp from smoking: a 4-year longitudinal qualitative study of New Zealand adults

Konstantinos Farsalinos

Patterns of flavored e-cigarette use at the time of quitting smoking: comparison between American young adults (18-24 years old) and older adults (>24 years old)

11:30 – 13:00



## FILM FESTIVAL #1



13:00 – 14:00

## LUNCH BREAK



13:30 – 14:00



## MARK TYNDALL – BOOK LAUNCH WITH HARRY SHAPIRO



We're delighted Mark is launching his new book at GFN25.



## HOST

**Harry Shapiro**

United Kingdom



## AUTHOR

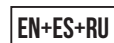
**Mark Tyndall**

Canada

14:00 – 15:30



## PANEL DISCUSSION #3



## INNOVATION AND REGULATION – SHAPING THE LANDSCAPE FOR SAFER NICOTINE PRODUCTS

Panellists will use their expertise in the recent regulatory developments of some key markets to shed light on broader principles. How can regulation support innovation and offer consumers choice at the same time as safeguarding public health? Do producers and consumers want the same things? Panellists will discuss the risks of over- or under-regulation and the growth of illicit markets, and the discussion will examine how effective regulation can drive investment, support the shift away from combustible tobacco and encourage harm reduction, drawing lessons from other industries.



## HOST

**Jonathan Fell**

United Kingdom



## PANELLIST

**Asanda Gcoyi**

South Africa



## PANELLIST

**Sam Tam**

Canada



## PANELLIST

**Deborah Binks-Moore**

United Kingdom



## PANELLIST

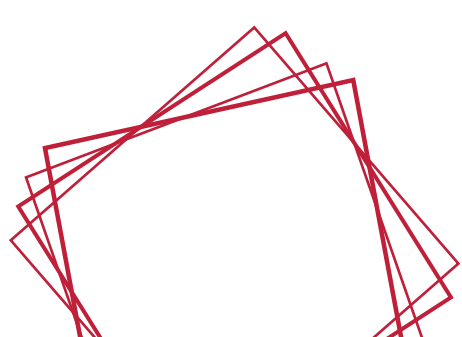
**Arkadi Sharkov**

Bulgaria

14:00 – 15:30



## FILM FESTIVAL #2



14:00 – 15:30

 WARS+SAWA

## SCIENCE LAB #4



GFN as a whole is driven by the latest science and evidence. The Science Lab provides the opportunity for the presentation of lab-based research, epidemiological research, modelling, market research on consumer behaviour, and discussing results – or expected results – of studies. Each presenter is given 15 minutes – including the time to show a five minute video – to present and discuss their work.

## HOST

Garrett McGovern

## PRESENTERS

Arielle Selya

Jessica Zdinak

How to avoid common pitfalls in observational e-cigarette health research

GFN Fives person-centered approaches to sensory, behavioral, and consumer research Part 1

Samuel Hampsher-Monk

GFN Fives person-centered approaches to sensory, behavioral, and consumer research Part 2

Todd Prochnau

Nicotine vs. alcohol

Layla Malt

Two actual use studies demonstrate the significant tobacco harm reduction potential of blu vapes

15:30 – 15:45

## BREAK



15:45 – 16:00

 BALLROOM

## FILM FESTIVAL AWARDS



## HOST

Jon Derricott

United Kingdom



## HOST

Emmanuel Mwape

Zambia

16:00 – 17:30

 BALLROOM

## PANEL DISCUSSION #4

EN+ES+RU

 LIVE

## EVALUATING WHO TOBACCO HARM REDUCTION SCIENCE

In social media posts, official speeches, press releases and memorandums, WHO has repeatedly made claims which appear to contradict the evidence available, and which conflict with statements made by reputable public health institutions. Simply condemning the WHO's science on tobacco harm reduction is not going to shift the dial. The panel will investigate the WHO's science on THR, and address the organisation's concerns, bringing objectivity and evidence to bear.



## HOST

Clive Bates

United Kingdom



## PANELLIST

Roberto Sussman

Mexico



## PANELLIST

Summer Hanna

USA



## PANELLIST

Riccardo Polosa

Italy



## PANELLIST

Thomas Nahde

Germany

9:30 – 11:00



## KEYNOTE #3

EN+ES+RU



## WHAT I HEAR VS. WHAT I KNOW: BATTLING MISINFORMATION FROM THE NEWSROOM TO THE FACEBOOK COMMENT SECTION

A consumer advocates' approach, cutting through the noise to deliver factually accurate information about safer nicotine products is a constant struggle. Maria will present a 'real-world how-to guide', drawn from the lived experience of consumer advocates, identifying some useful tools to counter vaping and THR misinformation.



## HOST

**Jagannath Sarangapani**  
India



## SPEAKER

**Maria Papaioannoy-Duic**  
Canada



## RESPONDENT

**Konstantinos Farsalinos**  
Greece

11:00 – 11:15

## BREAK

11:15 – 12:45



## PANEL DISCUSSION #5

EN+ES+RU



## WHO ELSE SHOULD BE IN THE ROOM?

Extending THR into other disciplines and communities, is essential. Obvious targets are in the fields of drug use and mental health – evidence is clear concerning levels of smoking and associated health risks - but there is need to engage more widely. The panel will address the barriers to extending reach, including how can we dispel myths and tackle miscommunication? What role does the media have in the process? Who are the key opinion leaders and groups, what are the initial steps in reaching out and how can we support ongoing dialogue?



## HOST

**Martin Cawley**  
United Kingdom



## PANELLIST

**Garrett McGovern**  
Ireland



## PANELLIST

**Adriana Curado**  
Portugal



## PANELLIST

**Michael Stoney**  
United Kingdom



## PANELLIST

**Sharifa Ezat Wan Puteh**  
Malaysia

12:45 – 13:30

## LUNCH BREAK

13:30 – 14:45



## PANEL DISCUSSION #6

EN+ES+RU



## MEDIA, MISINFORMATION AND PUBLIC HEALTH

The media play a key role in shaping debates around THR. It is essential that information they communicate is accurate and reflects science and evidence. Misinformation and the impact it can have on consumers, and public health generally, is something we should avoid. A lack of knowledge, expertise and time to verify information provided – often by NGOs that allege to be working on behalf of public health – can lead to damaging narratives that serve nobody's interest. How can we foster positive relationships with media to represent THR accurately and challenge those who seek to undermine it?



## HOST

**Christopher Snowdon**  
United Kingdom



## PANELLIST

**Tommaso Di Giovanni**  
Switzerland



## PANELLIST

**David Zaruk**  
Belgium



## PANELLIST

**Fiona Patten**  
Australia



## PANELLIST

**Lynne Dawkins**  
United Kingdom

14:45 - 15:00

CLOSING

EN+ES+RU

LIVE



BALLROOM



HOST

Jessica Harding

United Kingdom



RAPPORTEUR

David Sweanor

Canada



11:30 – 13:00

SESSION #1



KOMETA

LOVE KEVIN

JEFFREY ZAMORA

⌚ 55:27

DEL HUMO AL VAPOR

ALEJANDRO POZO

⌚ 29:38

14:00 – 15:30

SESSION #2



KOMETA

THE MISSION TO TOBACCO HARM REDUCTION

SUNIRA CHANDRA

⌚ 6:25

906 VAPOR

MARILENA MARCHETTI

⌚ 29:34

HOW SWEDEN QUIT SMOKING

TOMASZ AGENCKI

⌚ 50:40

15:45 – 16:00

FILM FESTIVAL AWARDS



BALLROOM

## THE PRESENTERS, PANELLISTS AND HOSTS



NIGERIA

### YUSUFF ADEBAYO ADEBISI

Yusuff Adebayo Adebisi is a pharmacist and epidemiologist committed to advancing equitable health research and strengthening responses to health emergencies in low- and middle-income countries (LMICs). After earning a Bachelor of Pharmacy from the University of Ibadan, he completed an MSc in Global Health Science & Epidemiology at the University of Oxford. Adebisi now serves as Director for Research at Global Health Focus, a think tank that builds research capacity across the Global South and beyond. He was also an inaugural Kevin Molloy Fellow of Knowledge•Action•Change, receiving support to expand the evidence base for tobacco harm reduction. His current projects map research gaps and policy priorities for tobacco-harm-reduction strategies in LMICs while championing wider health-equity initiatives and capacity-building across Africa. He is particularly interested in infectious- and non-communicable-disease epidemiology through the lens of equity and has authored numerous studies in key areas of population-health research.



BELARUS

### ALEXEI ALEXANDROV

Alexei Alexandrov, PhD, is a psychiatrist with over two decades of clinical and policy experience. He currently heads the Minsk Regional Clinical Centre “Psychiatry-Narcology”. Dr. Alexandrov has worked extensively in the treatment of mood and substance use disorders, and has led national efforts in Belarus on drug prevention, rehabilitation, and harm reduction. From 2008–2011, he served as Chief Specialist in Addiction Medicine at the Ministry of Health of Belarus. He played a key role in developing opioid substitution treatment programmes and drafting national legislation on narcotic drugs and mental health. His professional interests include integrated mental health and addiction care, public mental health policy, OAMT, HIV and drug use, and nicotine dependence. A strong advocate for health-based approaches, he works closely with governmental and non-governmental organizations to advance evidence-based addiction treatment and mental health services across Belarus.



UZBEKISTAN

### AKMAL ALIEV

Akmal Aliev is a psychotherapist from Uzbekistan. He is a Coordinator of the Centre for social and therapeutic assistance for people with addictions “Hayot”, NGO “Ishonch va Hayot”.



MEXICO

### JULIA ANGUIANO

Julia Anguiano holds a degree in Public Policy from the Centro de Investigación y Docencias Económicas (CIDE). She has participated in research projects with the Drug Policy Program on mental health, sexual health, and psychoactive substance use, as well as advocacy projects for the protection of sexual and reproductive rights. She is interested in reducing militarization and violence caused by drug prohibition and in understanding the use of psychoactive substances from a gender, class, and human rights perspective. She is currently Head of Research at Instituto RIA.



SWITZERLAND

### GIZELLE BAKER

Gizelle Baker is Vice President of Global Scientific Engagement leading the team in communicating Philip Morris International's (PMI's) science towards a smoke-free future. Originally from Canada, Gizelle pursued her passion for science and public health at the Medical University of South Carolina in the USA – where she obtained a PhD in Biometry and Epidemiology. At PMI, Gizelle is responsible for the scientific engagement strategy and ensures the company's scientific communications are accurate, transparent, and always based on the latest evidence. Gizelle is a key figure in the tobacco harm reduction movement and a talented public speaker who also uses her platform to promote women in leadership.

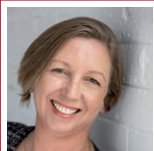


UNITED KINGDOM

### CLIVE BATES

Clive Bates has had a diverse career in the public, private and not-for-profit sectors. Starting out with IBM, he then switched career to work in the environment movement. From 1997–2003 he was Director of Action on Smoking and Health (UK), campaigning to reduce the harms caused by tobacco. In 2003 he joined Prime Minister Tony Blair's Strategy Unit as a civil servant and worked in senior roles in the public sector and for the United Nations in Sudan. He is now Director of The Counterfactual, a consulting and advocacy practice focussed on a pragmatic approach to sustainability and public health.

## THE PRESENTERS, PANELLISTS AND HOSTS



AUSTRALIA

### CAROLYN BEAUMONT

Dr Beaumont is an Australian general practitioner. She founded the Australian 'SmokerHealth' national telehealth clinic (formerly MedicalNicotine) for vape prescriptions - a policy unique to Australia. Lung cancer and cardiac disease testing is also provided, for early diagnosis of the main diseases that kill smokers. Carolyn combines this with locum GP work in remote Australian communities, and understands firsthand the complex healthcare barriers that smokers from these regions face. In Australia's generally negative stance towards vaping, Carolyn plays an important role in THR. She is well known for her media engagement, presentations, publications and conference involvement. She is writing her first book titled 'Unfiltered', a collection of interviews with doctors from fields such as cardiology, vascular surgery, anaesthesia, neurosurgery and oncology. 'Unfiltered' aims to provide a compelling narrative across medical specialties, which focuses squarely on the harms caused by smoking and not by nicotine itself.



USA

### ELIZABETH BECKER

Elizabeth Becker serves as Senior Director, Population Science within the Regulatory Sciences organization of Altria Client Services (ALCS) in Richmond, VA. In this role, she leads a team of scientists who develop and execute perception and behavior research and narrative strategies to support product applications and regulatory submissions. Elizabeth oversees research to understand the impact of new products, claims and marketing on tobacco user and nonuser perceptions, intentions, and behaviors. Since 2005, Elizabeth has held a variety of positions across Altria. Elizabeth started her career supporting underage tobacco prevention and cessation support research and has since held roles in Corporate Communications and Innovation. Prior to joining Regulatory Sciences in 2018, Elizabeth led Altria's Corporate Responsibility efforts. Master Business Administration, University of Massachusetts Amherst, Amherst, 2010 B.S. Psychology, Virginia Commonwealth University, 2004



BELARUS

### OLGA BELUGINA

Olga Belugina is a medical doctor and a Teaching Assistant at the Department of Psychiatry and Medical Psychology of the Belarusian State Medical University. Olga is a former substance use disorders consultant at Doctors Without Borders and scientific journalist for the East European Educational World Psychiatric Association (Servier Academy). President of the Young Psychiatrists Section within the Belarusian Psychiatric Association.



USA

### AUTUMN BERNAL

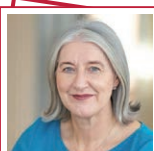
Autumn is a toxicologist who has been conducting health research of reduced risk nicotine delivery products for over a decade. She has over 20 years of experience in the field of toxicology, which includes a diverse background working with consumer product manufacturers, pharmaceutical research and development teams, and various large and small clients to address complex toxicology issues during product development and in preparation of regulatory dossiers around the globe. She has developed PMTA strategies and numerous submissions for device, liquid, and pouch manufacturers. She has also developed risk assessment strategies to assess the potential health effects of ENDS products and to facilitate product design and development. Her experience has led to effective communications with governmental regulators in scientific advisory meetings.



KYRGYZSTAN

### SERGEY BESSONOV

Sergey Bessonov is a project coordinator at the "Attika" Public Foundation in Kyrgyzstan. The organization's mission is to provide social assistance and reintegration of stigmatized population groups into society, and promote harm reduction programs for people who use drugs. Sergei participates in the development of public policy and strategy for prevention and treatment of drug use, HIV, TB, HCV and other socially significant diseases among vulnerable groups. An economist and sociologist by education, Sergey coordinates the work of country-wide projects of great importance. The latest example of advocacy success is implementation of a Naloxone programme to tackle opiate overdoses in Kyrgyzstan.



UNITED KINGDOM

### DEBORAH BINKS-MOORE

Deborah joined Imperial Brands plc as Chief Corporate Affairs Officer in June 2024. Deborah is an experienced Corporate Affairs Director drawing upon over 20 years of international experience in sectors including FMCG, energy, technology, retail and e-commerce. Deborah has previously worked at Shell, Centrica, National Grid, Alibaba Group, eBay and Puma Energy.

## THE PRESENTERS, PANELLISTS AND HOSTS

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MEXICO

### ANGÉLICA CABRERA

Angélica Cabrera Herrera has a degree in Social Work from the UNAM and 28 years of work experience in various positions, from administrative to managerial, in the public, private, and third sectors (NGOs). She has more than 12 years of experience in the health sector, with an emphasis on health regulation, and is a specialist in the analysis and evaluation of high-impact projects in the third sector and private sector. She has been immersed in tobacco harm reduction issues for more than three years and is a co-founder of consulting firms, companies, and civil associations focused on regulatory, health, and cultural issues. She currently participates as a project manager and researcher in projects focused on health and THR for Movimiento Pro-Vecino A.C. and Procurando Salud Sin Fronteras A.C.



UNITED KINGDOM

### JEANNIE CAMERON

Jeannie Cameron is founder and managing director of JCIC International Consultancy, specialising since 2011 in advocating for harm reduction policy, and was also recently elected to the States of Alderney parliament, a UK Crown Dependency. Formerly Assistant Director of the International Legal Section of the Australian Department of Prime Minister and Cabinet, she is a specialist in treaty law, with an LLM from King's College London. Her dissertation was on Emerging International Public Health Issues – Human Rights, Harm Reduction and the Framework Convention on Tobacco Control (FCTC); she attended all the negotiating meetings to create the FCTC between 2001 and 2003. An active commentator on THR, alternative nicotine product policy and therapeutic benefits of nicotine, she recently published on how optional protocols to international human rights treaties could enable individuals to take cases against domestic government policy preventing their right to the attainment of the highest level of human health.



ITALY

### PASQUALE CAPONNETTO

Professor Pasquale Caponnetto is a clinical psychologist, psychotherapist, and researcher at the University of Catania. For over 20 years, he has focused on tobacco addiction prevention and treatment, mental health, and clinical research. He teaches Clinical Psychology in undergraduate, master's, and healthcare-related programs. His work emphasizes smoking cessation, particularly through the use of electronic cigarettes, including among psychiatric patients. He has collaborated on national and international research projects and works clinically in therapeutic communities and public mental health services, promoting motivational interviewing. Professor Caponnetto has partnered with institutions such as King's College London and the City University of New York. He is the author of numerous scientific publications, serves as an associate editor for international journals, and has received multiple research awards. Currently, he is a member of several international research groups focused on tobacco addiction and public health.



UNITED KINGDOM

### MARTIN CAWLEY

Martin is a management consultant specialising in organisational and leadership development; a designer and facilitator of innovation and organisational change. He is an experienced manager, having held a number of senior executive and non-executive positions during his career. Having worked for over 40 years across health/social voluntary and philanthropic sectors, he possesses an extensive range of skills, knowledge and experience successfully providing management, leadership and governance support to organisations and individuals. Throughout his career Martin has worked with a range of stakeholders, including national and local politicians, ministers, senior civil servants, local authorities, NHS Boards and other sectoral groups. He has also been a non-executive board member of various agencies, including voluntary sector organisations, professional bodies and social enterprises. Martin has professional qualifications in nursing and holds a Masters in Business Administration and a Masters in Community Care.

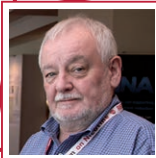


MEXICO

### JUAN JOSÉ CIRIÓN LEE

Law graduate from Intercontinental University with a Master's degree in Law from UNAM and currently a doctoral student at UNAM. He is a tenured professor of Philosophy of Law at UNAM and teaches Legal Argumentation at La Salle University and Contemporary Legal Systems in UNAM's Postgraduate Division. An expert in individual freedom rights, he is also a practicing lawyer. Author of The Concept of Harm Reduction and Human Rights, he is a recognized voice in national debates on human rights and nicotine alternatives. He has been a guest speaker in the Federal Chamber of Deputies and various local legislatures, defending fundamental rights related to reduced-risk nicotine products. He has advised lawmakers on drafting regulatory initiatives and provides legal counsel to companies in the vaping sector across Mexico and Latin America. His work focuses on shaping strategies and public policies for proper regulation, with frequent media presence advocating for consumer rights and harm reduction.

## THE PRESENTERS, PANELLISTS AND HOSTS



### PADDY COSTALL

Since graduating with a degree in Politics and Government in 1978, Paddy has worked in a number of aspects of public health and social care, including alcohol and drug services, the probation service and public health advocacy. In addition to these he has worked in event management, including directing five editions of the International Harm Reduction conference. Since 2012 he has been mainly involved in the development and promotion of Tobacco Harm Reduction, including directing the Global Forum on Nicotine. Paddy is currently a Director of GFN Ltd.



UNITED KINGDOM



### MARTIN CULLIP

Martin Cullip is a former company director and International Fellow of the Taxpayers Protection Alliance, who has written and blogged on free market and lifestyle consumer issues for over a decade. As a user of e-cigarettes and other safer nicotine products, he is a particularly passionate consumer advocate for all forms of tobacco harm reduction and has a keen interest in the rapidly-evolving nicotine market and the politics surrounding it. Martin is a former Chair of UK educational charity The New Nicotine Alliance and has taken part in parliamentary evidence sessions and consumer, industry, and political events on the subject domestically and internationally.



UNITED KINGDOM



### ADRIANA CURADO

With over 20 years of experience in the drugs field, Adriana Curado is a harm reduction advocate and community researcher at the Grupo de Ativistas em Tratamentos (GAT) in Lisbon. She has played a key role in designing and implementing harm reduction interventions for high-risk drug users, including the development of drug consumption rooms. She has also led community-based research projects and actively advocates for evidence-based drug policies in Portugal. More recently, under a KAC scholarship, she expanded her focus to tobacco harm reduction, working with people who use drugs and those experiencing homelessness. With a background in Psychology and Public Health, she is committed to advancing the rights and health of marginalized populations through pragmatic and inclusive harm reduction approaches. Her work highlights the intersection of drug policy, public health, and community-driven solutions, ensuring that the most vulnerable have access to safer alternatives and supportive services.



PORTUGAL



### LYNNE DAWKINS

Dr Lynne Dawkins is a Tobacco Harm Reduction Consultant and Director of Dawkins Analytics Ltd. Through her newly established primary role as Senior Scientific Advisor at Pinney Associates Inc. she will oversee the work of a team of behavioral scientists who in turn support JUUL Labs Inc. in their regulatory and scientific endeavors. Prior to her consultancy work, Dr Dawkins spent over 30 years in academia and was a former Professor of Nicotine and Tobacco Science at London South Bank University where she led the Nicotine, Tobacco and Vaping research group. She has spent her career focusing on smoking cessation and tobacco harm reduction research and has published over 80 scientific articles on the subject.



UNITED KINGDOM



### JON DERRICOTT

Originally a nurse, Jon has vast experience of working in harm reduction settings for over 35 years. This has encompassed a very wide area, including face to face client work, project design, delivery and management at local, national and international levels, writing, film making and film production. Originally working with people who use drugs and latterly in tobacco harm reduction. Jon was always very interested in photography and a commission from the English Department of Health in 2002 to produce a successful short film about heroin overdose provoked an interest in filmmaking that subsequently took in subjects as diverse as illegal drug use, blood-borne viruses, tobacco/nicotine, youth offending and cycling. For five years he managed the Tobacco Harm Reduction Scholarship Programme for KAC, with a particular interest in encouraging film makers. He has recently semi-retired, but continues to enjoy mentoring new and established film makers via the THRSP.



UNITED KINGDOM



### TOMMASO DI GIOVANNI

As one of PMI's most experienced global leaders, Tommaso Di Giovanni drives PMI's communications and engagements around the world. He joined PMI in 2001, and has since worked in business development, regulatory affairs, and communications in France, Switzerland, Latin America (based in New York City), Brazil, and Italy. Tommaso was one of the pioneers in of PMI's industry-leading transformation to bring to life the bold vision of a smoke-free future. In 2019, he was appointed Vice President of Market Activation & Support and was recently named Vice President of International Communications and Engagement leading affiliates worldwide in their efforts to share PMI's vision. Prior to joining PMI, Tommaso worked for the European Parliament and for the European Statistical Office. He has a business management degree from Università Bocconi, Milan and FGV (Fundacao Getulio Vargas—Sao Paulo, Brazil). He lives in Lausanne with his wife and two children.



SWITZERLAND



### CLIFF DOUGLAS

Cliff Douglas is the President and Chief Executive Officer of Global Action to End Smoking. Cliff has dedicated his 37-year career to eradicating death and disease related to tobacco use by promoting science-based policies and education. Prior to Global Action, Douglas taught a graduate tobacco policy course at the University of Michigan School of Public Health and directed the university's Tobacco Research Network. Douglas served as the American Cancer Society's National Vice President for Tobacco Control and as Tobacco Control Policy Advisor to the U.S. Assistant Secretary for Health and the U.S. Surgeon General. Other career highlights include leading the campaign to prohibit smoking on airplanes in the U.S., serving as an attorney in landmark lawsuits against cigarette manufacturers on behalf of state attorneys general and individual smokers, and successfully defending Uruguay against Philip Morris International's international trade action seeking to block that nation's tobacco control laws.



### SHARIFA EZAT WAN PUTEH

Professor Dr. Sharifa Ezat Wan Puteh is a public health physician whose work are at the confluence of health policy, health economics and public health. She has served in significant roles including as the Dean of School of Liberal Sciences, President of Malaysia's Society of Harm Reduction (MSHR), the Chairperson for health economics in the Technical Advisory Committee for Health Economic Evaluation with Health Technology Assessment MoH. She is a consultant to governmental bodies on using casemix in health and technical advisors to a few LMIC on various health-related matters, including tobacco control, health financing and hospital efficiency.



### KONSTANTINOS FARSALINOS

Konstantinos Farsalinos, MD, MPH, is a physician and senior researcher specialising in Public Health at the Universities of Patras and West Attica in Greece. He has conducted extensive research on smoking, tobacco harm reduction, and vaping since 2011, publishing over 100 studies and presenting in more than 80 conferences. He authored the first systematic review on the safety and risk profile of e-cigarettes in 2014 and the first book on e-cigarettes, published by Elsevier. His research was influential in shaping the EU's regulatory framework on vaping. In 2020, he was recognized as a Highly Cited Researcher for his significant impact in global science. During the pandemic, he published studies exploring the relationship between smoking, nicotine, and COVID-19.



### IAN FEARON

Ian is an independent consultant with expertise in regulatory and scientific aspects of nicotine and tobacco products. His consulting work encompasses clinical and behavioural studies of tobacco and nicotine products for regulatory submissions in the US and Europe, and he has a wealth of experience of both consumer goods and medicinal licensing submissions. His 17 years working in the Tobacco Harm Reduction arena has included roles as Senior Director of Clinical and Regulatory Affairs EMEA with JUUL Labs, Director of Tobacco Research with Celerion, and Principal Scientist and Head of Clinical Research at British American Tobacco. As well as his consulting, Ian is a Scientific Advisory Board Member with Qnovia, a medtech startup seeking authorisation for a novel NRT in the UK and the US, and is also an Independent Non-Exec Director with Advanced Inhalation Rituals (AIR), a global shisha manufacturer.



### JONATHAN FELL

Jonathan Fell has followed developments in the tobacco and nicotine industries for 30 years. He began his career as an equity research analyst covering tobacco and other consumer industries at Merrill Lynch, Morgan Stanley and Deutsche Bank, and from 2013 to 2022 he was a founder and portfolio manager at Ash Park, an investment manager focused on investments in the fast-moving consumer goods industry. Jon now spends his time as a consultant in the tobacco and nicotine spheres and working in the not-for-profit sector, including chairing a London livery company charity, helping to run a Scout group, and serving as a director at Article 36, a UK-based organisation working to promote public scrutiny over the development and use of weapons.



### ANNA FRANZÉN

Anna Franzén holds an MSc in Pharmaceutical Biosciences and a PhD in Toxicology from Uppsala University, Sweden. With over 20 years' experience in the pharmaceutical industry and regulatory environments such as the Swedish Medical Products Agency, Anna has developed a deep expertise in risk assessment, clinical research, and regulatory strategies. She has also worked extensively in industry-academic collaborations, supporting the development of innovative healthcare solutions. Anna joined Emplicure in 2021 and leads the company's regulatory strategy. Passionate about innovation and safety, she is dedicated to advancing novel solutions for nicotine and drug delivery.

## THE PRESENTERS, PANELLISTS AND HOSTS



MEXICO

### MIGUEL GARCÍA

Miguel Angel García is a psychologist and marketer with experience in organizational development. For several years, he was dedicated to strengthening internal structures and human processes within companies and organizations. More than 14 years ago, he started in the world of vaping, which marked the beginning of his commitment to reducing tobacco-related harms. He is currently a content creator on social media, where he disseminates information based on scientific evidence about less harmful alternatives to smoking. He has actively participated in social movements and high-level forums both in Mexico and abroad, including Good COP/Bad COP in Panama, GFN in Poland, and HR25 in Colombia. At GFN, he was recognized for a short film about harm reduction. Today, he is part of ARDT Iberoamerica, where he promotes regional dialogue on public health, risk reduction policies, and consumer rights. I believe in the power of information as a catalyst for social change.



SOUTH AFRICA

### ASANDA GCOYI

Asanda Gcoyi is a prominent advocate for the adoption of harm reduction strategies in nicotine consumption in South Africa. As Chief Executive Officer of the Vapour Products Association of South Africa (VPASA), she has championed evidence-based regulations that balance public health priorities with consumer choice. Recently, Gcoyi played a leading role in negotiations about South Africa's efforts to amend the Tobacco Products Control Act (83) 1993 in South Africa's National Economic Development and Labour Council (NEDLAC), which is a statutory body established in terms of the NEDLAC Act (35) 1994. With over 18 years of diverse industry experience, Gcoyi is a dynamic business leader with a strong leadership and public policy advocacy background. She holds an MBA from Peking University in Beijing and a postgraduate degree in media studies. In addition to her role at VPASA, Gcoyi serves on several influential boards, including the Advertising Regulatory Board of South Africa.



NEW ZEALAND

### MAREWA GLOVER

Professor Marewa Glover is one of New Zealand's leading tobacco control researchers. She has worked on reducing smoking-related harm for 32 years. She is recognized internationally for her advocacy on THR and was a Finalist in the New Zealander of the Year Supreme Award in 2019 recognising her contribution to reducing smoking in NZ. In 2018, Marewa was appointed Tobacco Section Editor for the Harm Reduction Journal. In 2018 she also established the Centre of Research Excellence: Indigenous Sovereignty & Smoking, an international program of research aimed at reducing smoking-related harms among Indigenous peoples globally. The Centre's research was funded through to 1 September 2024 with grants from Global Action to End Smoking (formerly known as Foundation for Smoke-Free World), an independent U.S. nonprofit 501(c)(3) grantmaking organization, accelerating efforts worldwide to end the smoking epidemic. Neither Marewa nor the Centre have any commercial interests in any nicotine or tobacco products.



USA

### WILL GODFREY

Will is the founding editor-in-chief of Filter, an online magazine that launched in 2018 to cover drug use, drug policy and human rights through a harm reduction lens. He's also the executive director of The Influence Foundation, the New York nonprofit behind Filter. His past work in the drugs and human rights spaces has included founding and/or editing a number of other publications, and consulting for various organizations. Originally from England, he now lives in Vermont.



USA

### JACOB GRIER

Jacob Grier is a writer and journalist covering tobacco policy. His work has appeared in Reason, Slate, The Atlantic, and many other publications, and he is the author of two related books: The New Prohibition: The Dangerous Politics of Tobacco Control and The Rediscovery of Tobacco: Smoking, Vaping, and the Creative Destruction of the Cigarette. With nearly two decades on the beat, his coverage spans smoking bans, harm reduction, innovation, and the unintended consequences of prohibition. He is also the founder of the link-sharing app Seabird. He lives in Portland, Oregon.

## THE PRESENTERS, PANELLISTS AND HOSTS

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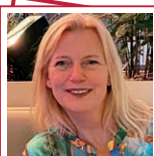
### SUMMER HANNA

Summer Hanna, PhD serves as Head of Scientific Regulation on behalf of BAT. She is responsible for Group-wide scientific engagement to drive the awareness and acceptance of Tobacco Harm Reduction and the development of science-based regulatory approaches for reduced risk products globally. Dr. Hanna has held a variety of US and Global roles across Scientific Research & Development and Regulatory Affairs. She most recently led the development of the cannabinoid discovery science programme as part of BAT's Beyond Nicotine strategy. Previously, Summer led teams within Reynolds' FDA Submissions & Engagement team focused on their smokeless tobacco portfolio, along with previous roles in Analytical Research. Before joining Reynolds American in 2011, Hanna received her PhD in Analytical Chemistry from Wake Forest University. She currently serves as treasurer to the US Technical Advisory Group for ISO/ TC 126.



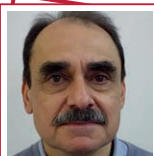
### JESSICA HARDING

Jessica Harding became involved in tobacco harm reduction when vapes helped her to quit smoking, in 2012. She helped to establish the political party Vapers in Power and later worked as an administrator for the New Nicotine Alliance. Jessica is a Director of GFN Ltd, which produces the Global Forum on Nicotine. She previously worked as an English teacher and lives in the UK.



### DORRIE HEEMSKERK

Dorrie Heemskerk supports Esigbond, the Dutch trade association for e-cigarettes, as external secretary. Her main focus is on legislation and regulation of e-cigarettes and other smoke-free nicotine products. In the Netherlands, these alternatives face considerable political opposition and a broadly negative public sentiment. To safeguard adult access to harm reduction, Esigbond runs public campaigns and advocates for proportionate, evidence-based regulation.



### WILLIAM P JACKSON

I trained as a chemist at Imperial College, London, and MIT followed by 9 years in pharmaceutical research. This was followed by 10 years in process R&D in the generic pharmaceutical industry. Since 2000 I have worked as an independent contractor for the chemical sector specializing in peptides and chemicals for the nuclear reprocessing sector. I started work with Zanolprima in 2017 helping to develop the industrial nicotine process and formulations for vaping and oral pouches. I joined full time in 2022 in charge of process R&D and manufacturing.



### KARIN JACOBSON

Karin Jacobson is Science Engagement Director at Japan Tobacco International (JTI) and based in Geneva, Switzerland. In her role, Karin leads scientific engagement activities, develops external scientific messaging and drives understanding of tobacco and nicotine product science. Prior to joining JTI in 2017, Karin built extensive experience in pharmaceutical science. She worked as a research scientist in pharmacology at the University of Geneva and in the biotechnology company NovImmune before transitioning to the consulting company NeuroAssets, specialized in neuroscience. As a senior consultant, she provided expertise and guidance on research strategy, preclinical study design and scientific communication. Originally from Sweden, Karin holds a PhD in Pharmaceutical Science from the University of Basel, Switzerland.



### CHRIS JUNKER

Dr. Chris Junker serves as Group Head of Life Sciences for BAT and plays a central role in leading extensive research and development programmes, which support the company's commitment to reducing the health impact of its business by offering consumers a range of alternative smokeless tobacco and nicotine products. Prior to his role with BAT, Dr. Chris Junker served as Vice President, Scientific & Regulatory Affairs for Reynolds American Inc. (Reynolds), a wholly owned subsidiary of BAT. In this role, he was responsible for regulatory strategy and engagement, leading a multidisciplinary team of scientists and regulatory experts in the synthesis of premarket regulatory submissions for Reynolds' electronic nicotine delivery systems (ENDS) and oral tobacco product portfolios. Dr. Junker received his PhD in Synthetic Organic Chemistry from Wake Forest University and Bachelor of Science in Chemistry from Catawba College.

## THE PRESENTERS, PANELLISTS AND HOSTS



FRANCE

### DAVID KHAYAT

David Khayat is Professor of Medicine, Medical Oncologist at the Clinique Buzet in Paris, and was Head of Medical Oncology at the Hôpital Pitié-Salpêtrière for 28 years. He gained his PhD in tumour immunology at the University Pierre and Marie Curie. Currently Adjunct Professor of Medicine in the Department of Breast Diseases at the University of Texas, Houston, US, he has previously served as President of the French National Cancer Institute, member of the ASCO Board of Directors and President of the French Federation of Medical Oncologists. Establishing the Master of Excellence of Medicine in Oncology programme, he co-organised the World Summit Against Cancer (2000/2001) and the Charter of Paris Against Cancer (2000) at UNESCO. Professor Emeritus of numerous institutions, he received the American Association for Cancer Research Public Service Award (2000) and is both a Commander of the British Empire and Officier de la Légion d'Honneur in France.



SWEDEN

### CECILIA KINDSTRAND-ISAKSSON

Cecilia Kindstrand has spent the last 15 years working for Swedish Match in Brussels, a company with tobacco harm reduction at the core of its business. She predominantly focuses on EU regulatory matters, especially the TPD 2014/40, the legislation banning the 'proof of concept' of tobacco harm reduction in 26 of the 27 Member States. Since PMI's acquisition of Swedish Match, she now represents PMI. The focus of her work remains the same.



POLAND

### PIOTR KOZAREWICZ

Piotr is a Senior Advisor, U.S. Regulatory Policy & Director, U.S. Post-market Regulatory Affairs at PMI. He joined PMI in 2017 as a Regional Head Regulatory & Scientific Affairs for the EU Region. Piotr is a trained pharmacist, he graduated from the Medical University of Warsaw in Poland. He joined PMI from the European Medicines Agency (EMA) where he was responsible for the coordination of evaluations and supervision of medicines for human use. In his current role, he serves as a principal regulatory policymaker, facilitates coordination of regulatory work across United States, Switzerland and Sweden, and provides regulatory intelligence to drive U.S. regulatory strategies and tactics for post-market submissions and activities. Leads development and implementation of regulatory-related activities to maintain FDA authorizations to market smoke-free products. As a pharmacist, Piotr is a believer and keen advocate of tobacco harm reduction strategies and supports PMI's ambition to deliver a smoke-free future.



CHILE

### IGNACIO LEIVA

Ignacio Leiva is a journalist specialising in informatics and multimedia platforms. In 2010, he led the communications campaign to prevent the vaping ban in Chile. His focus on strengthening the community of vapers has ensured they are more informed and aware. As founder and current president of the Association of Vaporizer Consumers of Chile (ASOVAPE), he serves as secretary to ARDT Iberoamerica. Organiser of the first pro-vaping public demonstration in Latin America, Ignacio promotes communication campaigns for tobacco harm reduction in Chile and worldwide. An active participant in the legislative process concerning vapes in Chile, he significantly contributed to the policy discussions resulting in the enactment of Chile's vaping law in 2025. Leading broadcasts for World Vaping Day (WVD) and Vapefest Online, he is also content editor and activities coordinator for the "Vaping is not Smoking" campaign, a multimedia communication effort carried out in Chile and aimed at Latin America.



NEW ZEALAND

### NANCY LOUCAS

Nancy's THR advocacy began in 2015 as one of the founders/co-directors of Aotearoa Vapers Community Advocacy (AVCA) in New Zealand, doing battle for the rights of vapers to be able to access what they need to become/remain smoke free. Nancy is also the Executive Coordinator for the Coalition of Asia Pacific Tobacco Harm Reduction Advocates (CAPHRA). CAPHRA supports consumer THR advocacy organisations and activities throughout the Asia Pacific region and beyond, and has developed various programmes for consumers including the Voices4Vape online seminar series, sCOPE consumer livestream, the Advocates Voice online newscast and the Advocates Voice Live sessions. CAPHRA, under Nancy's leadership, also established the collaborative "Right2Vape" testimonial database with CASAA in the USA, and the "Right to Switch" change.org petition, both featuring thousands of consumer testimonials from across the world.

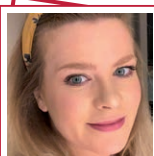
## THE PRESENTERS, PANELLISTS AND HOSTS



PARAGUAY

### SERGIO MARGAREJO-SALUM

Sergio Melgarejo Salum is an activist and the president of ASOVAPE PARAGUAY, an organization dedicated to promoting public policies around low-risk products such as vaping. I am also an active member of the Ibero-American Tobacco Harm Reduction Association (ARDT Iberoamérica). At ASOVAPE PARAGUAY, we work hard to raise awareness about harm reduction related to smoking and to support safer alternatives for smokers. As an organization, we have actively participated in both national and international forums, advocating for access to safer options for those looking to quit smoking. Our commitment to science, education, and public well-being drives our work in promoting smoking harm reduction, as we continuously strive to find healthier and less harmful alternatives for nicotine consumers in Paraguay.



UNITED KINGDOM

### LAYLA MALT

Dr Layla Malt leads the Scientific Affairs and Behavioural Sciences function within the Harm Reduction and Engagement department at Imperial Brands. Over the past eight years, she has held a variety of roles within the organisation and now oversees a multidisciplinary team that informs the business on emerging scientific developments and generates the behavioural science evidence to substantiate the tobacco harm reduction potential of Imperial Brands next generation products. Her work plays a central role in Imperial Brands' Scientific Assessment Framework. Dr Malt is a strong advocate for science-led dialogue, ensuring that robust evidence underpins meaningful interaction with key stakeholders. She began her career in academia and spent time in the pharmaceutical sector, gaining a broad scientific perspective before joining Imperial Brands. She holds a BSc in Biological Sciences and a PhD in Biochemistry from the University of Bristol.



ARGENTINA

### MARA MARCIK

Mara Marcik, an Argentine harm reduction activist, committed to people's wellbeing and rights. In 2024, I was a scholar of the Tobacco Harm Reduction Scholarship Program (THRSP), standing out for promoting policies based on scientific evidence. Currently, I lead Safe Store, a project that seeks to improve the accessibility and safety of harm reduction products. My work focuses on promoting public health policies that improve the quality of life of consumers and non-consumers by advocating safer alternatives. I also advocate for social justice, fighting for equitable access to options that reduce the risks of nicotine use. I have participated in THR campaigns and events, positioning myself as a key voice in improving public health with an inclusive and equitable approach.



SWEDEN

### ANNA MASSER

Anna Masser works as a Scientific Writer in the Product Science group at Swedish Match. In this role, Anna focuses on scientific publishing as well as aiming to make the company's science understandable for everyone. She holds a PhD in Molecular Biosciences from Stockholm University, where her research centered on understanding how cells regulate protein homeostasis.



IRELAND

### GARRETT MCGOVERN

Dr McGovern qualified in Medicine in 1995 from Trinity College Dublin and has worked as a GP specialising in the treatment of substance misuse since the implementation of the methadone treatment protocol in 1998. He is Medical Director of the Priority Medical Clinic, a private addiction treatment programme located in South County Dublin. In January 2022 he was appointed Clinical Lead for the HSE Addiction Services in Louth Meath & The Midlands. Dr McGovern holds a Master's degree in Clinical and Public Health Aspects of Addiction from The National Addiction Centre, King's College London, is a Diplomate of the International Society of Addiction Medicine (ISAM) and holds a Professional Diploma in Clinical Leadership from the Royal College of Surgeons in Ireland. One of the first members of the International Doctors for Healthy Drug Policies (IDHDP), Dr McGovern is also a member of the Irish Chapter of the New Nicotine Alliance.



COLOMBIA

### ALEJANDRA MEDINA

Alejandra Medina is an activist, researcher, and advocate in harm reduction and drug policy reform. She has worked with the NGO Corporación Acción Técnica Social (ATS) in Colombia, contributing to drug checking services, responsible alcohol consumption programs, the defense of the rights of people who use drugs (PWUD), and gender-sensitive approaches. She has coordinated the Nicotine Harm Reduction (NHR) Platform for Colombia and Latin America since 2018 and is the author of reports such as "Nicotine, Risk and Harm Reduction: Current State of the Debate and Elements for a Health and Human Rights Approach" (2022) and, most recently, "+300 Nicotine Users Speak: A Study to Understand Nicotine Consumption in Colombia" (2025). Her work in social mobilization and advocacy has contributed to shaping harm reduction policies and regulations in Colombia.

## THE PRESENTERS, PANELLISTS AND HOSTS



 HONG KONG

### HENEAGE MITCHELL

Heneage Mitchell, commonly known as 'H', has been resident in Asia for over 40 years. He spent most of those decades working in regional media, including as managing editor and co-publisher of Tobacco Asia, a trade publication reporting on the regional tobacco industry. In 2012, he established factasia, an independent, consumer-oriented regional advocacy for rational debate about – and sensible regulation of – the rights of adult citizens throughout the Asia-Pacific region to choose to use tobacco or other nicotine-related products. Heneage smoked for over 45 years before switching to vaping in 2016, since when he has never touched a cigarette.



 ARMENIA

### SATENIK MURADYAN

Satenik Muradyan is a medical doctor and medical genetics resident from Armenia with a strong interest in public health, research, and science education. She serves as the Head of the Scientific Improvement Department at BIL Armenia, the Healthcare Students' Association of Armenia, where she leads initiatives to support young researchers and promote scientific literacy. Satenik is actively involved in tobacco harm reduction (THR) advocacy and education, having conducted researches on the perspectives of Armenian healthcare professionals toward smoking cessation and alternative strategies. She has also delivered trainings for medical practitioners and regularly speaks at youth-centered health events. Passionate about bridging science and community impact, Satenik volunteers widely and contributes to projects ranging from rare genetic disease awareness to mental health support. Her work combines a strong foundation in clinical medicine with a commitment to making healthcare more inclusive, evidence-based, and prevention-oriented.



 UNITED KINGDOM

### MARINA MURPHY

With a background in chemistry, Marina Murphy PhD is a scientific communications and engagement professional with over 25 years' experience, specialising in the tobacco and nicotine sector. She is currently Senior Director of Scientific Affairs at Haypp Group. Previously, Marina worked as Head of Public Advocacy at JUUL Labs and spent close to a decade at British American Tobacco, where she played a key role in developing a transparent communications strategy for their tobacco harm reduction research program. Marina has also worked in journalism, editing, and public relations, and has been published in the New Scientist, The Irish Times, and Science|Business.



 ZAMBIA

### EMMANUEL MWAPE

Emmanuel Mwape, a Zambian filmmaker born in Lusaka in 1992, is renowned for his impactful storytelling on tobacco harm reduction. He's an alumnus of the Tobacco Harm Reduction Scholarship program and a Kevin Molloy Fellow. Experienced in both fiction and non-fiction, Mwape employs film to spark conversations and effect social change. His award-winning works include "Saving Chalo" and "Helping Chalo," which delve into the complexities of tobacco harm reduction. Mwape's films not only captivate audiences but also serve as catalysts for advocacy, prompting reflection and dialogue. Through his dedication to amplifying marginalized voices, Mwape has become a luminary in the Zambian film industry, utilizing his craft to shed light on pressing social issues and inspire action worldwide.



 GEORGIA

### GIORGI MZHAVANADZE

Giorgi Mzhavanadze is an Economist specializing in macroeconomics, health economics, and behavioural economics. He currently works as an independent consultant, collaborating with a range of international research institutions. His professional background includes serving as Senior Research Associate at TBC Capital and Deputy Head of the International School of Economics in Georgia. Since 2017, Giorgi has been actively involved in tobacco research, with a focus on policy-relevant economic and public health issues related to tobacco control and harm reduction across Eastern Europe and Central Asia.



 GERMANY

### THOMAS NAHDE

Dr. Thomas Nahde is the Global Head of Harm Reduction & Engagement at Imperial Brands. He leads the scientific substantiation of Imperial's next generation product (NGP) portfolio, as the business seeks to make a meaningful contribution to tobacco harm reduction. Thomas oversees a multidisciplinary team who conduct NGP scientific research, as well as educate, engage, and communicate the scientific results to a broad range of internal and external stakeholders. He is passionate about translating complex scientific research into meaningful health outcomes that benefit consumers and public health, and inspiring and developing others through empathetic, inclusive and authentic leadership. Thomas holds a Ph.D. in Biomedical Science and had previously held senior global and regional medical education & medical affairs roles at Smith & Nephew, and GlaxoSmithKline Consumer Healthcare.

## THE PRESENTERS, PANELLISTS AND HOSTS



### MARK OATES

Mark Oates is the Director of We Vape and the Snus Users Association, which are both consumer groups standing up for the right of individuals to use safer nicotine products. He advocates for evidence-based harm reduction in a range of areas from tobacco to drug policy, a subject he has written on for the Institute of Economic Affairs and the Adam Smith Institute, where he is a Fellow. He also provided consumer evidence in the 2018 ECJ case to overturn the ban of snus across the European Union.



UNITED KINGDOM



### GABRIEL OKE

Gabriel Oke is a Medical Laboratory Scientist and communications professional with expertise in tobacco harm reduction (THR) research and advocacy in low- and middle-income countries. He leads THRJourno, an initiative advancing THR in Africa through research, social media campaigns, workshops, and training programs. Gabriel holds a Master's in Global Health Delivery from the University of Global Health Equity, an MBA from Chester Business School, and is completing a Medical Leadership MSc at Lancaster University under the Commonwealth Scholarships. His experience spans organizations including the Foundation to Prevent Antibiotic Resistance, Nigeria Health Watch, Irish Global Health Network, Costello Medical UK, and THRJourno under the OLG Nova Equity Programme. Gabriel has led high-impact campaigns on antimicrobial resistance and THR, developed cross-continental grant programmes, and published global health research. He bridges research, storytelling, and strategy to drive public health innovation, with a strong focus on health equity, youth leadership, and African health system development.



NIGERIA



### MIGUEL OKUMURA

Miguel Okumura is the president of THR Brasil, where he leads efforts to educate about the responsible use of nicotine and smoking harm reduction. He is also the host of Vaporacast, a podcast dedicated to fostering an open dialogue between consumers, healthcare professionals, researchers, scientists, and promoting safer alternatives. As an electrical engineer, he works in the design and execution of sustainable construction projects, aligning his technical knowledge with his passion for environmental and public health causes.



BRASIL



### FRANCISCO ORDÓÑEZ

Degree in Social Sciences from the Universidad Pedagógica de Colombia with a Master's degree in Political Studies from the Universidad Nacional de Colombia. Social Sciences teacher for more than 20 years and a consummate activist for Harm Reduction of smoking. UX/UI designer and lover of music, cinema, and technology. He was a founding member of ASOVAPE Colombia, the first Latin American association of consumers of low-risk nicotine delivery products. He has been the promoter of the creation of other associations in Latin America, such as Venezuela, Ecuador, Peru, Chile, Uruguay, Paraguay, Argentina, Brazil, Panama, and Costa Rica. He is a founding member of ARDT Iberoamerica and president of this organisation. In 2021, he won the Best Advocate of the Year award from the INNCO organisation.



COLOMBIA



### BARNABY PAGE

Barnaby Page is editorial director of Tamarind Intelligence, the publisher of ECigIntelligence, TobaccoIntelligence and CannIntelligence. As a journalist he has been covering the worldwide reduced-risk nicotine sector since 2014, with a particular focus on public health and regulatory issues; in his current role he manages Tamarind's editorial and reporting teams, producing a wide range of nicotine-related content. He has been participating in the Global Forum on Nicotine since its inception. Before coming into this field, Barnaby spent 30 years as a reporter and editor for newspapers, magazines and online services, specialising in technology and business. He is based near London.



UNITED KINGDOM



### JORGE PALMA

Jorge Palma is the president of ASOVAPE PERU, an association that represents more than 200,000 peruvian vapers who have opted for this tool to get away from smoking. He is also a member of the board of directors of ARDT Iberoamerica (Smoking Harm Reduction Association), an association that includes the different associations of tobacco harm reduction in Latin America that help their members in the fight for harm reduction. Jorge came to the world of vapers looking for a substitute to cigarettes and in this found an excellent way to quit smoking. He sees in vaping a very effective option that could save many people. This, together with his personal experience, makes him a passionate activist in the defense of harm reduction from smoking. Throughout these years Jorge has participated, as a participant and speaker, in national and international forums, spreading his vast knowledge on the subject around the world.



PERU

## THE PRESENTERS, PANELLISTS AND HOSTS

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INDONESIA

### TIKKI PANGESTU

Professor Tikki Pang, an Indonesian citizen, is presently a senior academic at a leading university in Asia. From 1999 – 2012, he was Director, Research Policy & Cooperation at the World Health Organization (WHO). At the University of Malaya, Kuala Lumpur, Malaysia, he held a number of senior positions including Professor of Biomedical Sciences. With a PhD in Immunology from the Australian National University, Canberra, he is a Fellow of the Royal College of Pathologists (UK), American Academy of Microbiology (USA), and Academy of Medicine of Malaysia. Having published >250 scientific articles, he was lead author on major WHO reports, including World Health Report 2013: Research for Universal Health Coverage, Knowledge for Better Health (2004) and Genomics and World Health (2002). Professor Pang is recognised as a global health expert, with research interests spanning infectious diseases, biosecurity, global health governance, linkages between research and policy, and harm reduction approaches to health problems.

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CANADA

### MARIA PAPAIOANNOY-DUIC

Maria Papaioannoy is the founder and spokesperson of Rights 4 Vapers (R4V), Canada's largest movement advocating for access to safer nicotine products. She has led nationwide protests against restrictive policies, ensuring the voices of those who rely on these alternatives are heard. Maria's advocacy began in 2014 with Vapor Advocates of Ontario, and in 2019, she launched R4V to push back against government overreach. For over a decade, she has engaged with legislative bodies, public health units, and media to challenge provincial and federal flavour bans. In 2024, under her leadership, R4V collected and mailed over 100,000 letters to elected officials, marking one of Canada's largest consumer-led advocacy efforts. Maria remains a tireless champion for safer nicotine choices, driven by her belief in harm reduction, personal freedom, and public health. Her dedication ensures consumers have a voice in shaping policies that impact their lives.

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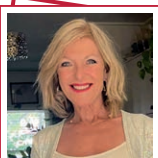


UKRAINE

### KATERYNA PARFENYUK

Kateryna Parfenyuk is a Ukrainian HIV-positive activist with over 20 years of experience in peer counselling. She is a co-founder and board member of PlusUkrDe e.V., the Association of Positive Ukrainians in Germany, advocating for barrier-free access to healthcare for Ukrainians living with HIV. Kateryna is an expert in HIV and drug policy advocacy and a member of the Regional Expert Group on Migrant Health in Eastern Europe and Central Asia. She is a member of the Eurasian Harm Reduction Association and an independent member of Germany's national HIV-positive network AktHIV.de. Kateryna has worked to protect the rights of people living with HIV and people who use drugs in Belarus, advocating for access to treatment and OAMT. She initiated community-based research in Belarusian detention centres on human rights violations and submitted findings to the UN Working Group on Arbitrary Detention and CND2020. She is also a human rights documentary filmmaker.

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AUSTRALIA

### FIONA PATTEN

Fiona Patten was a member of the Victorian parliament from 2014 to 2022. She campaigned on harm reduction policies for 30 years and ran the Australian adult industry association (Eros) for 20 years. She initiated and delivered reforms including voluntary assisted dying, abortion law reform, the decriminalisation of sex work and drug law reform. Since leaving parliament she has continued to work on social reform issues including criminal justice reform, regulating adult use of cannabis, access to medicinal cannabis, drug harm reduction including for tobacco, and a greater separation of church and state. She currently sits on a variety of health and justice boards. Fiona is passionate about tobacco harm reduction and constantly disappointed with her own country's approach to it. In 2018 she published her autobiography – 'Sex, Drugs and the Electoral Roll'. She is the owner of a registered wildlife sanctuary.

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INDIA

UNITED KINGDOM

### SUD PATWARDHAN

Sudhanshu Patwardhan is a British-Indian U.K.-licensed medical doctor, passionate about innovation in cancer prevention and early screening. Between 2000 and 2019, he lived and worked in three continents, holding senior roles in research, strategy and policy in the pharmaceutical and nicotine industries. For the past six years, Sud has set up and grown ventures in strategic advisory and healthtech, with a focus on low- and middle-income countries.

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POLAND

### TATSIANA PIKIRENIA

Tatsiana Pikirenia is a public health specialist and harm reduction advocate with over a decade of fulfilling experience. She currently serves as Scoping, Engagement and Resource Development Lead at Knowledge-Action-Change, supporting the Global Tobacco Harm Reduction Initiative. Tatsiana previously led the Belarusian NGO “Positive Movement,” where she managed national programmes focused on HIV prevention, drug harm reduction, and social support for stigmatised communities, including people who use drugs and formerly incarcerated women. Her work has involved strategic planning, partnership building, and advocacy at both national and international levels. She has contributed to research on peer support, treatment adherence, and innovative approaches to sexual and reproductive health education. Tatsiana is committed to science-based, humane interventions that promote health equity and empower communities. Her ongoing efforts aim to close the gap between public health evidence and real-world implementation across the EECA region.



POLAND

### ULADZIMIR PIKIRENIA

Uladzimir Pikirenia, MD, PhD, is a psychiatrist and researcher specialising in social psychiatry and substance use disorders. He practises at the Psychiatric Hospital in Frombork, Poland. Started his work from the Minsk City Clinical Centre of SUD, he went to Department of Psychiatry and Medical Psychology in University and in nine years rising to associate professor after defending his dissertation on methadone maintenance treatment. He later headed the Neuromodulation Department of a mental-health clinic and worked in Bukhara State Medical Institute (Uzbekistan). Dr. Pikirenia has led policy and training projects on opioid-agonist treatment with NGOs and served as an expert for UNAIDS, WHO, UNDP and UNODC. Author of more than 35 publications, his work addresses adherence to opioid agonist maintenance treatment, psychosocial interventions and smoking cessation in vulnerable groups. He is also an active science communicator, promoting psychiatric knowledge through mainstream and social media.



ITALY

### RICCARDO POLOSA

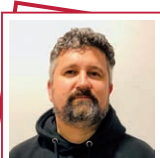
Riccardo Polosa is the founder of the Center of Excellence for Accelerating Harm Reduction (CoEHAR – University of Catania, Italy). Dr. Polosa is a full professor of Internal Medicine at the same University and together with the 100-member CoEHAR research team with different specializations, they conduct several high-profile clinical and behavioral research in the field of smoking-related diseases. According to a bibliometric analysis, Professor Polosa is considered the most productive scientist in the world in the field of e-cigarette research.



CANADA

### TODD PROCHNAU

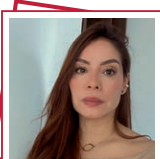
Todd is a pharmacist who currently resides in Sylvan Lake, Alberta, Canada. Todd worked as a community pharmacist and pharmacy owner for over 13 years. Todd has his Authorization to Administer Drugs by Injection and Additional Prescribing Authorization (APA). Todd is also a Certified Tobacco Educator (CTE) and has extensive experience running a pharmacist-led tobacco cessation clinic. Todd currently works as a consulting pharmacist in relation to tobacco use and the field of Tobacco Harm Reduction (THR). Todd is also a Faculty member in the School of Health and Wellness at Red Deer Polytechnic (RDP). Additionally, Todd served as a Board of Director of the Alberta Pharmacists' Association (RxA) from 2012 to 2020 and is an RxA Past President. Todd is also a past recipient of CPhA's Dean George A. Burbidge Award.



COLOMBIA

### JULIAN QUINTERO

Sociologist with a master's degree in social studies of science and technology, founder and director of Corporación Acción Técnica Social in Colombia, with 20 years of experience in promoting drug policy reform through harm reduction, market regulation, consumer participation, and narrative change.



COLOMBIA

### GINA REYES

Gina Reyes is the Communications Director of Asovape Colombia and ARDT Iberoamérica, and the Social Media Manager of Vaping Today. With a distinguished career in communications and public relations, she has led important projects such as “Less Harm + Life” and several Tobacco Harm Reduction (THR) campaigns. Gina has been instrumental in organizing THR events, where she promotes public health and well-being through education on alternatives to smoking. Her focus is on raising awareness and disseminating safer options, seeking to improve population health and reduce the risks of tobacco. Her work positions her as a leading advocate for public health policies, actively contributing to the promotion of less harmful alternatives for consumers. Through her work, she seeks to build a healthier and more accessible future for all.

## THE PRESENTERS, PANELLISTS AND HOSTS



UNITED KINGDOM

### CHLOE ROSE

Chloe Rose, PhD, joined Pratia in 2021 as Global Portfolio Lead and was promoted to Executive Director of Portfolio Management within two years. She leads the Portfolio Management Department, covering Global Feasibility & Proposals, Budget & Contract Negotiations, Early Phase Portfolio, sales execution, and Global Client Relationship Management. Chloe brings extensive experience from a global pharmaceutical company, where she led strategic operations and supported business integration and efficiency initiatives. Her work has consistently focused on accelerating access to innovative treatments for Patients worldwide. She holds a PhD in Bioengineering and a BSc in Pharmacology from the University of Southampton (UK).



UKRAINE

### GENNADY ROSHCUPKIN

Gennady Roshchupkin has been working in the field of HIV and community systems strengthening for more than 30 years. He started in 1991 in Russia, in a local gay group called "We and You", cooperated with national and international organizations as AIDS Infoshare, AFEW, UNICEF, and UNODC. Since 2007, his activities have been focussed on the regional level. He first served as Programme Coordinator for the Eurasian Harm Reduction Network, and since 2014 has been working in the Eurasian Coalition on Male Health (ECOM), of which he was one of the founders. Providing technical support to key population networks, to ensure their access to knowledge, skills, technologies, and financial resources, he has served almost all PLHIV and key populations' national and regional networks in the region.



UNITED KINGDOM

### CHRISTOPHER RUSSELL

Christopher Russell, Ph.D. is a behavioural scientist and Director of Russell Burnett Research and Consultancy Ltd (RBRC), Glasgow, United Kingdom. He leads the design, conduct, and reporting of perception and behavioural research studies of reduced risk tobacco and nicotine products, including electronic nicotine delivery systems (ENDS, vaping products), heated tobacco products, and nicotine pouches. Studies are designed to yield a range of cross sectional and longitudinal evidence on: (i) the likelihood that tobacco users and non users will initiate use of a new product; (ii) how adult consumers actually use new products in everyday life; (iii) how cigarette smoking behaviour changes over time concurrent with new product use (e.g., switching, reduction); and (iv) behavioural intentions, risk perceptions, and subjective effects of new products. This evidence can inform regulatory evaluations of the potential impact of marketing new tobacco/nicotine products on future tobacco/nicotine use behaviour and population health.



THAILAND

### ASA SALIGUPTA

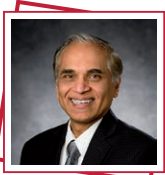
Asa Saligupta lives in Thailand where he is an intertrade manager at a probiotic and herbal manufacturing company. He is the Founder and Director of a consumer advocacy group, ENDS Cigarette Smoke Thailand (ECST). Asa smoked for over 37 years and had tried almost all quit methods. He found vaping in 2005. After a period of dual use, he completely switched 15 years ago. Asa advocates for THR in a country that prohibits the importation and distribution of vape products. He set up ECST over a decade ago when vaping became illegal. Prior to the ban, ECST had sent petition letters to various governmental and related entities asking for the right to choose. The organisation's primary goal is to legalise THR as an alternative for those who want to quit smoking. Asa is a member of the Thai Parliament's committee on Laws and Regulations for E-Cigarettes.



INDIA

### JAGANNATH SARANGAPANI

Jagannath (Jaggi) Sarangapani is a passionate independent tobacco harm reduction advocate from India and a former member of the Association of Vapers India (AVI). After smoking 40 cigarettes a day for 20 years, he quit through vaping almost a decade ago and has remained smoke-free since. He strongly believes smokers should have access to safer alternatives and the right to remain smoke-free. An avid fitness enthusiast and trekking lover, Jagannath maintains an active lifestyle alongside his advocacy work. A seasoned industrialist, he has spent over 30 years managing his family business, a pioneer in cellular plastics and insulated panels in India. He holds a Master's degree in Engineering from Case Western Reserve University and is also an alumnus of Columbia Business School.



USA

### MOHAMADI SARKAR

Dr. Sarkar leads a team of scientists within Regulatory Affairs at Altria that provide strategic direction towards developing the science and evidence for regulatory submissions for smoke-free tobacco products. Before being appointed to his current position, Dr. Sarkar led the Clinical Research Team. He has authored more than 100 scientific peer-reviewed publications and presentations at scientific meetings and authored a variety of scientific book chapters. Dr. Sarkar has also participated in multiple presentations on harm reduction including at FDA, Institute of Medicine and at various scientific conferences. Before joining Altria, Dr. Sarkar was a tenured Professor of Clinical Pharmacology at West Virginia University, and Professor, Tobacco Research Center, WVU Cancer Center, conducting research on smoking and health, funded by the National Cancer Institute. He continues to teach at Virginia Commonwealth University. He is Fellow of the College of Clinical Pharmacology and the Royal Society of Medicine.

## THE PRESENTERS, PANELLISTS AND HOSTS



### ARIELLE SELYA

Dr. Arielle Selya is a behavioral science consultant specializing in tobacco harm reduction. Through her primary role as Senior Scientist at PinneyAssociates, Inc., she supports Juul Labs, Inc. in their scientific and regulatory efforts through behavioral study protocols, statistical methodology, and scientific publishing strategy and execution. Dr. Selya is also a consultant to the Center of Excellence for the Acceleration of Harm Reduction (CoEHAR) on e-cigarette use behavioral research and critical analysis of scientific literature. She received her PhD in Neuroscience at Rutgers University and, prior to becoming a consultant, spent a decade in academia studying adolescent substance use and addiction. In addition to being a prolific contributor to the scientific literature, with over 70 scientific publications to her name, Dr. Selya is also actively engaged in both post-publication critiques of published research and in communicating scientific findings to broader audiences (see her collection of tweetorials [here](#)).



### ROHAN SEQUEIRA

Prof. Dr. Rohan Savio Sequeira, a distinguished Consultant Cardio-Metabolic Physician with an extensive career spanning over 25 years. He specializes in Non-Invasive Cardiology, Diabetes, Endocrinology, and Obesity Management, and holds senior consultant positions at prestigious institutions such as Jaslok Hospital, St. Elizabeth Hospital, S.L. Raheja Hospital, Holy Family Hospital, and Breach Candy Hospital in India. His wealth of experience extends to cross-country healthcare implementation and the international medical and para-medical domain. With a keen understanding of addressable market needs and a vast network in the medical and pharmaceutical sectors, Dr. Sequeira plays a vital role in advancing healthcare solutions.



### HARRY SHAPIRO

Harry Shapiro is Director of DrugWise – an online drug information service – and Managing Editor of DS Daily – the daily online drug, alcohol and tobacco news service. He has worked in the drugs field for over 40 years, first with the Institute for the Study of Drug Dependence and then from 2000 with DrugScope where he was Director of Communications until the charity folded in 2015. Since 2015, he has been working with Knowledge-Action-Change promoting public health through harm reduction. He is the author and Executive Editor of the Global State of Tobacco Harm Reduction report, contributes a blog to Nicotine Science and Policy and is one of KAC's media spokespeople.



### RAJESH N. SHARAN

Prof. Rajesh N. Sharan, Ph.D. is a former Professor of Biochemistry, Genetics and Molecular Biology at North-Eastern Hill University (NEHU), Shillong, where he also served as Dean of the School of Life Sciences and Director of the Design Innovation Centre. With over 40 years of academic and research experience, his work has focused on cancer and radiation molecular biology, particularly the mechanisms of carcinogenesis linked to betel (Areca) nut and tobacco, as well as genomic, proteomic and epigenomic biomarkers for cancer. Prof. Sharan has authored over 125 publications, six books, and holds two patents. He is currently a Visiting Associate at the Inter-University Accelerator Centre (IUAC), New Delhi, Honorary Emeritus Advisor to the North East Cancer Hospital & Research Institute (NECHRI), Guwahati, and Director of Scientific & Biomedical Consultancy (SBC), Gurgaon.



### ARKADI SHARKOV

Arkadi Sharkov is a macroeconomist with extensive experience in health systems analysis and management. His narrow interest is in health budgeting, tax policies, and incentives for more affordable health care, as well as optimization of public budgets. He has extensive experience in cost-benefit analyses related to the penetration of medicinal products and the valuation of clinical pathways in hospitals. He holds a Master's degree in Public Policy from Maastricht University and the United Nations University. Currently, he is an assistant professor and a PhD candidate at Sofia University "St. Kliment Ohridski" and the Higher School of Insurance and Finance, where he teaches social and health insurance. He is a member of the Advisory Board of the Bulgarian Medical Union. He has been an economic advisor to the Minister of Health in three governments.



### KIRAN SIDHU

Kiran Sidhu is a tobacco harm reduction fellow for US-based harm reduction publication, Filter. She completed a THR scholarship programme with KAC in 2024. She has written numerous articles covering developments in the world of THR. She is a writer and journalist who has written for publications including the Guardian, the Telegraph, I Paper and the Times, among many others. Her book, I can Hear The Cuckoo, was published by Gaia in 2023. She wrote and co-produced a short film called, Heart Valley, which won a Bafta in 2023.

## THE PRESENTERS, PANELLISTS AND HOSTS



### CHRISTOPHER SNOWDON

Dr Christopher Snowden is the head of lifestyle economics at the Institute of Economic Affairs (IEA). He is a regular contributor to the Spectator, The Critic and Spiked, and is the author of 'Polemics' (2020), 'Killjoys' (2017), 'Selfishness, Greed and Capitalism' (2015), 'The Art of Suppression' (2011), 'The Spirit Level Delusion' (2010) and 'Velvet Glove, Iron Fist' (2009). He is the editor of the Nanny State Index and the author of more than twenty reports for the IEA.



UNITED KINGDOM



### SERGEI SOSHNIKOV

Sergei Soshnikov, MD, PhD, is Assistant Professor at the School of Health Sciences, Central Michigan University. Dr. Soshnikov's research interests include epidemiological analysis, focusing on disease burden, incidence, and prevalence in noncommunicable diseases and drug use disorders. He explores predictive modelling, statistical analysis, and systematic reviews to inform public health policies. His work uses observational, cohort, and census data to assess health outcomes. Dr. Soshnikov is also dedicated to improving health systems through evidence-based medicine and public health interventions. His expertise extends to medical statistics, surveillance, and epidemiology, focusing on advancing learning in public health.



USA



### SÉBASTIEN SOULET

Since 2015, Sébastien Soulet has been employed at Ingésciences, a private and independent research laboratory. He developed the U-SAV vaping machine and several instruments dedicated to the analysis of the physical and chemical properties of vaping products. In 2021, he earned a Ph.D. with a thesis entitled "Thermodynamic Contributions to the Understanding of Electronic Cigarette Functioning." He has authored 12 scientific publications, including two highly cited critical reviews, and has presented his work at international conferences. His expertise has been recognized through active contributions to standardization committees such as AFNOR, CEN, and ISO. Notably, a recent standard on direct-lung inhalation regimes was developed based on his research. His work aims to bridge scientific rigor with public health relevance in the field of vaporization technologies.



FRANCE



### GERRY STIMSON

Professor Gerry Stimson is a leading advocate for tobacco harm reduction. A public health social scientist, with over 50 years' experience of research and advocacy, he was one of the founders of harm reduction in the 1990s, helping to develop and evaluate harm reduction in the UK as a response to HIV/AIDS. Gerry has advised the UK Government, WHO, UNAIDS, UNODC, the World Bank and numerous governments around the world on issues relating to drugs, HIV infection and AIDS, and alcohol. He has also published over 220 scientific publications and several books. He is a co-founder of the Global Forum on Nicotine. Gerry is advisor to the Knowledge•Action•Change projects on tobacco harm reduction including the Tobacco Harm Reduction Scholarship Programme and the Global State of Tobacco Harm Reduction project. He is Emeritus Professor at Imperial College London.



UNITED KINGDOM

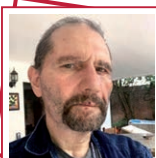


### MICHAEL STONEY

Michael Stoney is a Prison Governor currently in charge of Scotland's Largest prison HMP Barlinnie which holds 1400+ adult males. Michael is also Project Executive /SRO for the design, build and delivery of HMP Glasgow a circa billion-pound new prison project. The new prison design is based on Salutogenic principles ensuring that the design and operation will focus on creating good health in people in the broadest sense. Achieved through building resource in people to make life more manageable, comprehensible and meaningful. Harm reduction is a fundamental part of improving health in prison and this approach has been present throughout Michael's career where he has been developing addiction support approaches for SPS since mid-90's. In 2019 he led the team to successfully remove tobacco from prisons using vapes as the alternative product. This was delivered without incident and had a significant positive impact on the health of officers and prisoners.



UNITED KINGDOM



### ROBERTO SUSSMAN

Dr Roberto A Sussman (PhD University of London) is a full time senior researcher and lecturer at the Institute for Nuclear Sciences of the National University of Mexico. His main research areas are General Relativity and Cosmology, but he has conducted research in other areas of Physics, including peer reviewed publications on e-cigarette aerosols. He advocates for an appropriate regulation of Tobacco Harm Reduction products in Mexico and Latin America and is active in spreading scientific information on these products, as well as advising consumers on how to counter the rampant governmental disinformation and prejudice about them.



MEXICO

## THE PRESENTERS, PANELLISTS AND HOSTS



### DAVID SWEANOR

David Sweanor is an adjunct professor, Faculty of Law, and chair of the advisory board of the Centre for Health Law, Policy & Ethics at the University of Ottawa and has been actively involved in tobacco and health policy issues since the beginning of the 1980s. He has worked globally, and with numerous groups, including the International Union Against Cancer, World Health Organization, World Bank and the Pan American Health Organization and played a key role in achieving many global precedents in tobacco policy. He currently focuses much of his tobacco and nicotine related efforts on risk reduction strategies.



### SAM TAM

Sam Tam is a leading advocate for balanced, evidence-based vaping regulations in Canada. As President of the Canadian Vaping Association (CVA), he is committed to ensuring adult smokers have access to safer, affordable alternatives to combustible cigarettes while preventing policies that inadvertently fuel the illicit market. Sam works closely with federal and provincial policymakers, providing expert insights to strengthen enforcement, compliance, and illicit trade prevention. His advocacy focuses on harm reduction, emphasizing vaping's role in helping smokers transition away from cigarettes without overregulation that could drive consumers toward unregulated products. Recognized as a subject matter expert, Sam has collaborated with the Public Health Agency of Canada (PHAC), contributing policy recommendations for the Cannabis Act review. He also serves on the Standards Technical Panel for UL 8139 (vaping safety standards). Sam's work underscores the importance of fact-based policymaking to reduce smoking rates while combating the illicit market.



### HUGO TAN

Dr Hugo leads the product vigilance and post marketing surveillance function at BAT. Hugo joined BAT in February 2022 and is a trained medical physician who holds an active annual practicing license from the Malaysia Medical Council. After practicing in both major public and private hospitals in Kuala Lumpur, he spent 14 years in medical affairs for multinational pharmaceutical organizations such as GlaxoSmithKline, Merck KGA, Novo Nordisk, Takeda. Hugo was formerly Medical and Regulatory Director for Novartis Oncology and AstraZeneca Hong Kong. He has worked with leading researchers in early and late phase clinical trials and partnered with biotech start-ups to bring innovative medicine from early development to commercialization. Hugo also completed a MBA from the Manchester Business School.



### MARK TYNDALL

Mark Tyndall MD, ScD, FRCPC is a Professor at the University of British Columbia, Canada. He was formerly the Executive Director of the BC Centre for Disease Control and the Deputy Provincial Health Officer. He received his medical degree from McMaster University, his infectious diseases training at the University of Manitoba, and his doctoral degree in public health from Harvard University. He has over three decades of community-based research and advocacy experience with a focus on global health, drug use, HIV, and harm reduction. He has authored over 250 peer-reviewed publications, presented a 2017 TEDMED talk on harm reduction, and is releasing a new book, "Vaping: Behind the Smoke and Fears" at this year's GFN. His current research and advocacy efforts are focused on innovative programs to reduce drug overdose/poisoning through safe drug supply programs and accelerating the global transition away from combustible cigarettes to vaping and other safer nicotine products.



### ANDREW URUSHADZE

Andrew Urushadze is a former Minister of Labor, Health and Social Affairs of Georgia (2010-2012) and health and social policy expert with more than 25 years' experience in this field. During the last eight years as an international consultant he had been working with the international (WB, WHO) and governmental institutions in more than 10 countries, including Georgia, Ukraine, Kazakhstan, Moldova, Uzbekistan, Albania and Tajikistan. Andrew is a leading expert in the healthcare sector in emerging economies with extensive in-country experience advising governments, multilateral organizations, in CIS countries, Eastern Europe, Central Asia. Andrew worked at the forefront of implementing Georgian healthcare reforms in 2006-2012.



### DIEGO VERRASTRO

Diego Joaquin Verrastro graduated from U.B.A (University of Buenos Aires), and is a medical surgeon specializing in general and emergency surgery, mini-invasive surgery, ultrasonography and obesity, spokesperson and co-founder of the Latin American network for the reduction of harm associated with smoking ([www.RELDAT.org](http://www.RELDAT.org)), member of the Pan America Harm Reduction Alliance (PAHRA), Co-author of the latest Swedish SAVING LIVES report, Co-author of the LIVES SAVED report, and speaker at the Second African Conference for Health Harm Reduction, with the theme "Water, Environment and Food Security".

## THE PRESENTERS, PANELLISTS AND HOSTS

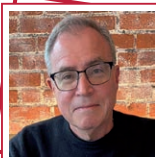
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POLAND

### PAWEŁ WOŹNICKI

Paweł Woźnicki, Research & Development Specialist at Chemnovatic, focuses on the development and optimization of technological processes in the nicotine industry. His work involves improving purification methods, analyzing and reducing trace impurities in nicotine, and advancing analytical techniques to ensure the highest product quality. Paweł is also involved in exploring innovative solutions and continuously improving production standards. With a strong commitment to progress, he plays a key role in strengthening Chemnovatic's position as a leader in high-purity nicotine solutions.



USA

### DEREK YACH

Derek Yach MBChB MPH, is a global health expert focused on addressing major chronic diseases, mental health and their underlying risks. He has led major initiatives to address tobacco use, healthy diets, and mental health at the World Health Organization, Yale, PepsiCo, the Vitality Group, and most recently as President and founder of the Foundation for a Smoke Free World. Derek has published over 250 peer reviewed publications. He has served on several advisory boards including those led by the World Economic Forum, Wellcome Trust, NIH's Fogarty Center, and Cornerstone Capital. He currently is a member of APCO's International Advisory Board. He lives in Connecticut, USA and swims most days.



UZBEKISTAN

### GUZALKHON ZAKHIDOVA

Guzalkhon Zakhidova is a psychotherapist and Ph.D. candidate at Bukhara State Medical Institute, currently practicing at the City Psychoneurological Dispensary in Tashkent. Her research and clinical work focus on mental health, drug use, and the health of vulnerable populations. Ms. Zakhidova's Ph.D. project examines the medical and social dimensions of new psychoactive substance use among youth in Uzbekistan through qualitative methods. She has also participated in the international SOLID project (Frankfurt University of Applied Sciences), and contributes to a regional study on methamphetamine use in Central Asia coordinated by CADAP. In addition to her academic work, she actively provides psychological rehabilitation for people living with HIV and individuals with mental disorders. She is a published author on HIV and NGO work in Uzbekistan and is currently involved in a project addressing tobacco harm among people who use drugs.



COSTA RICA

### JEFFREY ZAMORA

Jeffrey Zamora is President of Asovape Costa Rica, Social Media Director and Audiovisual Producer for INNCO, recipient of the Enhanced KAC THRSP Scholarship with a project on a documentary series called #Safer and a documentary called "Love Kevin", and Project Leader for the Veritas Study of ECLAT (Spin-off of the University of Catania, Italy) and CoEHAR, and former president of ARDT Iberoamerica. Jeffrey Zamora has worked in Social Media, Audiovisual Production, and Marketing with NGOs, Governmental Entities, and Commercial Brands.



BELGIUM

### DAVID ZARUK

David is an environmental-health risk governance analyst specialised in EU policy debates. Until 2006, he worked twelve years in chemicals issue management for Solvay, Cefic and Burson-Marsteller. Until 2022, David was a professor in communications, public relations, lobbying and marketing at Vesalius College, Facultés Saint-Louis and Odisee University College. In 2001, he was one of the founders of GreenFacts, a science-based risk communications tool for non-specialists. A pioneer in science communications and science and society issues for more than two decades, David sits on various research ethics panels and frequently serves as a chair, expert, rapporteur, ethics adviser or evaluator for European-funded research projects. He writes a blog under the pseudonym: The Risk-Monger, assessing the European use of evidence in environmental-health policy management. He is the editor of The Firebreak, a news site that monitors media coverage of environmental-health news.



## GFN FIVES

[YOUTUBE.COM/@GFNCONFERENCE](https://YOUTUBE.COM/@GFNCONFERENCE)

### SCIENCE & RESEARCH

HEATED TOBACCO'S POTENTIAL ROLE IN TOBACCO HARM REDUCTION

SARAH CORDERY



INNOVATING FOR A HEALTHIER FUTURE: A CHALLENGER FOCUSED ON CONSUMER-CENTRICITY & AGILITY

AMANDA GODBEHERE



TOBACCO-FREE NICOTINE POUCHES AND THEIR POTENTIAL CONTRIBUTION TO TOBACCO HARM REDUCTION

ERIKA GRANDOLFO



DYNAMIC POPULATION MODEL USE CASE: POTENTIAL UK VAPE FLAVOURS BAN

MENGRAN GUO



UNLOCKING A DECADE OF TOBACCO HEATING SYSTEM POST-MARKET SURVEILLANCE

LEANNE LEROY



"SMILE STUDY" FROM THE CENTER OF EXCELLENCE FOR THE ACCELERATION OF HARM REDUCTION

MARILENA MARCHETTI



TRENDS IN BARRIERS TO STOPPING SMOKING IN GERMANY – RESULTS FROM FOUR YEARS OF EMPIRICAL RESEARCH

CHRISTOPH NEUBERT



REASONS FOR ORAL NICOTINE PRODUCT USE AMONG ADULTS WHO SMOKE OR USE SMOKEFREE PRODUCTS IN GERMANY

ALEXANDER K. NUSSBAUM



RECENT AND PAST BYSTANDER EXPOSURE TO EXHALED HEATED TOBACCO PRODUCT AEROSOLS

SUZUKA TATENO



CIRCULAR VAPE RECYCLE: A RESEARCH PROJECT FOR SUSTAINABILITY

AYLEN VAN ISSELDYK



### TOBACCO HARM REDUCTION ADVOCACY

THE LARGEST PREVENTABLE CAUSE OF PREMATURE DEATH? | HOW DO YOU SLEEP KNOWING YOU CAN PREVENT IT?

DELON HUMAN



ADVOCATING THR: THE ROLE OF NURSES IN HEALTH COMMUNICATION

DR. JESSICA ZDINAK





The GfN Photo Festival is the latest addition to our creative platform, providing exciting opportunities for those involved in tobacco harm reduction to portray it as they know and live it. Curated by Urszula Biskupska, Jon Derricott, Bartosz Fatyga and Jeffrey Zamora, photos chosen for the exhibition can be seen on the boards located around the main exhibition floor and we hope you will take time to have a look during the conference.

We are also pleased to display a Photo Project titled: **It's an Epidemic of Life Years Saved** by Jeffrey Zamora.

We are grateful to the following people for submitting their work:

YU-YANG WANG (TAIWAN)  
 PYAEPHYO THETPAING (MYANMAR)  
 PONTUS WILSON (SWEDEN)  
 DN EQ (NOT SPECIFIED)  
 DOMINIKA WILK (POLAND)

ROMAN POPOV (RUSSIA)  
 CHETANYA KHADELWAL (INDIA)  
 OLGER IROLA CALDERON (COSTA RICA)  
 MIGUEL ANGEL GARCIA CASTRO (MEXICO)  
 ALICJA ŁYSKAWA (POLAND)

RUBÉN RODRÍGUEZ MARTÍNEZ (SPAIN)  
 YOSI ARIYUAN (INDONESIA)  
 UCHENNA FRANK IMO (NIGERIA)  
 HELEN RICHMOND (UNITED STATES)

The curators will rate the photos, based on creativity, originality and theme interpretation, with the best photo awarded a prize during the conference.

A banner for GfN.TV. It features a background of a globe with red and blue lines. The GfN.TV logo is prominently displayed in the center. Below the logo, there are four boxes with the text: 'GfN NEWS', 'GfN.TV INTERVIEWS', 'GfN FIVES', and 'GfN VOICES'. To the right of these boxes is the GfN Film Festival logo. At the bottom, there is a call to action: 'VISIT OUR WEBSITE AND SUBSCRIBE TO THE YOUTUBE CHANNEL FOR THE LATEST NEWS FROM THE WORLD OF NICOTINE, SCIENCE AND POLICY'. Below this, the website URL 'HTTPS://GFN.TV' and the YouTube channel URL 'HTTPS://WWW.YOUTUBE.COM/@GFNCONFERENCE' are provided.

# A SPECIAL LUNCHTIME EVENT

**Dr Mark Tyndall** will be launching his new book, 'Vaping – Behind the Smoke and Fears' during the conference. The launch will take place on **Friday 20 June, 13:30-14:00**, in the Main Auditorium, when Mark will be interviewed on stage about the book, by Harry Shapiro, the author of the Global State of Tobacco Harm Reduction reports. There will also be a chance for some audience questions and copies of the book available. More information about Mark and the book can be found at

<http://drmarktyndallauthor.com/>

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There are more than one billion smokers in the world and the vast majority will die prematurely because of their nicotine addiction. What most people don't know is that there is a cure: vaping. Vaping is a non-toxic way to deliver the nicotine that people need without the disease-producing byproducts of burning tobacco. Compared with cigarettes, any health risks associated with vaping are very small. Yet incredibly, most tobacco control officials, public health organizations, and politicians view vaping as a threat, advocating for restrictions or outright bans. They have diverted public attention away from the benefits of vaping by greatly exaggerating the fears around youth vaping, creating unfounded concerns around nicotine, and blaming the tobacco industry for global deception. All this while neglecting cigarette smokers who have an incredible opportunity to improve their health. This anti-vaping crusade has been supported by well-funded disinformation campaigns that have left the public confused and smokers holding on to their cigarettes. Vaping must be recognized for what it is—a public health breakthrough that is urgently needed to save millions of lives.



MARK TYNDALL IS A CANADIAN PHYSICIAN WITH SPECIALTY TRAINING IN INTERNAL MEDICINE (MCMASTER UNIVERSITY), INFECTIOUS DISEASES (UNIVERSITY OF MANITOBA), AND PUBLIC HEALTH (HARVARD UNIVERSITY). HE IS CURRENTLY A PROFESSOR AT THE UNIVERSITY OF BRITISH COLUMBIA AND WAS THE DIRECTOR OF THE BC CENTRE FOR DISEASE CONTROL. HE HAS WORKED IN CANADA AND INTERNATIONALLY AS A CLINICIAN, RESEARCHER, TEACHER, AND ADVOCATE, WITH A FOCUS ON HIV, ILLEGAL DRUG USE, AND HARM REDUCTION. HE HAS BEEN AT THE FOREFRONT OF NEEDLE/SYRINGE PROGRAMS, METHADONE MAINTENANCE THERAPY, SUPERVISED INJECTION SITES, AND MOST RECENTLY SAFE SUPPLY PROJECTS THAT GREATLY REDUCE THE RISK OF ILLEGAL DRUG USE. HE HAS AUTHORED OVER 250 ACADEMIC PAPERS AND PRESENTED A 2017 TED TALK ON HARM REDUCTION. HE IS COMMITTED TO SEEING AN END TO COMBUSTIBLE CIGARETTES THROUGH VAPING AND OTHER LOW-RISK NICOTINE PRODUCTS.

**DON'T FORGET!**



**GFTN**

**4-6 JUNE 2026**  
*Warsaw, Poland*