'Harnessing Consumer Trends & Regulation Across The Global Nicotine Market To Drive Future Innovation'

	Tuesday 14th November 2017
07:30	Registration & Refreshments
08:05	Chair's Opening Remarks
08:10	**GlobalData View: Understanding The Ever-Changing NCP Category** • Establishing consumer segmentation of the market; by age, location & purchasing habit • Outlining existing retail channels and what needs to be done to mature as a sector • Determining current e-liquid flavour trends, to predict the next most popular to reach Europe in the next 12 months • Investigating historical consumer preference of devices, to unlock future device development ***David Harris, Senior Analyst, GlobalData***
08:30	**Evaluating The Market's Potential To Identify Growth & Opportunity** • Heat-not-burn vs. e-cigarettes – Which platform is the winning horse? • Ascertaining the impact of 'heat-not-burn' in Japan, can this product growth be replicated in Europe? • Evaluating potential for M&A within Next Generation Products • Exploring the impact of Next Generation Products on share price, and what this demonstrates for overall marketplace ***Alberto López Rueda, VP European Tobacco & Ingredients Equity Research, JP Morgan CAZENOVE***
08:55	**Toxicological Assessment Of E-Liquids To Assess Potential Human Health Impact** • Identifying the diketones which are harmful when inhaled • Understanding the hundreds of other common flavour ingredients that have Health Criteria Values (HCVs) • Reviewing the use of HCVs to risk assess an e-liquid, further used during the flavour development stage • Instead of banning certain ingredients, exploring whether we can use HCVs to maintain original flavour, whilst ensuring the product is toxicologically safe ***Dr Jaydene Halliday, Chief Scientific Officer, EL-Science***
09:35	**JAC Vapour's Point Of View: What Our Industry Needs To Do To Get In Shape** • Prospective from a UK designer of hardware and tanks post TPD

	• Introducing the need for hardware regulation, to counter poorly built devices from Asia • Defining the problem of battery safety and device unreliability - how this effects public perception of the market • Designing devices post TPD and reviewing the opportunity this provides as a UK based designer ***Neil McCallum, CEO, JAC Vapour***
10:00	Morning Refreshments & Networking
10:30	**Highlighting Different Retail Channels As The Sector Matures To Meet Consumer Demand** • Recognising the importance of various retail channels and the opportunity each present • Uncovering the tactics used to introduce new products and how these lead to a successful launch • Appreciating cross-sector retail channels used and how these can be adopted for E-Cigarettes & E-Liquids • Reviewing return on investment through traditional marketing channels, what works best? ***Michael Holliday, Trading Director, Vape Nation/ KIK***
10:55	**A True Tobacco Harm Reduction Opportunity: The Convergence Of Products, Science, Regulatory Pathways & Public Health** • Examining the latest products and their individual suitability for harm reduction • Harnessing the power of scientific research to demonstrate harm reduction • Understanding recent changes to US regulation with a brief comparison between different markets • Reviewing public health and the public's perception of reduced harm products, how can this be influenced ***Donna Smith, Principal Scientist, Altria Client Services***
11:20	**The Need for Quality Control Tests on Non-Nicotine Eliquid** • An overview of the evolving eliquid category landscape to understand why product quality control must be consistent • Analysing current trends and demand for 0mg liquids, do these fall under the same jurisdiction as liquids containing nicotine? • Discussing how and why there is still a need to test these products ***David Dawit, CSO, EOS Scientific***
11:50	**Crushed By The TPD? What's Happened So Far, How The Sector Is Expected To Change In The Future** • Understanding the existing retail and distribution makeup, to identify how this will adapt as the market matures • Mapping out the domestic market for nicotine containing devices, to uncover untapped opportunities • Defining the impact of IQOS on the US market – does this represent an opportunity or threat? ***Tim Phillips, Managing Director, ECigIntelligence***
12:15	Lunch & Networking

13:30	**Understanding Packaging Regulation To Guarantee TPD Compliance** • Focusing on current packaging requirements for E-Liquids and identifying the guidelines, to ensure compliance • Presenting the requirement for non-nicotine containing devices (vaporisers) to contain warning labels; how to work as an industry to counter this • Reviewing packaging machinery available to the market, to upgrade manufacturing processes to keep up with demand ***Liam Humberstone, Technical Director, Totally Wicked***
13:55	**Scientist's Point Of View: Analysing The Latest Testing Methods, Flavour Trends And Importance Of Sensory Perception** • Examining the latest market trends, to predict what European consumers will expect in 2018 • Harnessing the knowledge of sensory perception research from the food & drink sectors • Creating 'best seller' E-Liquid formulations through an understanding of basic sensory perception research • Finding the solution to working within a non-standardised environment, to enable different companies to share and compare analytical test results ***Max Bullock, Head of Analysis, Vape Direct / Riot Squad E-Liquid***
14:20	**Regulatory Approved Sub-Components In Nicotine Delivery Products** • Introduction to H&T and Presspart family of companies • Identifying the regulatory pathway for successful approval of Nicotine delivery products, using pharma approved sub-components? • Regulatory strategy for sub-components used in the manufacture of Nicotine delivery products, using existing technologies, applying 40 years+ of know-how. **Arun Sarda, Director of Global Quality & Regulatory, H&T Presspart**
14:50	**Regulatory Update From The MHRA** • Promoting the TPD implementation so far, an overview of the MHRA's work with the sector • Questions from the audience, to seek the MHRA's advice and avoid non-compliance of the TPD ***Beryl Keeley, E-Cigarette Notification Scheme Lead, MHRA***
15:10	**Protecting New Nicotine Products Against Counterfeits And Diversion** • Understanding physical and digital product security • Examining the strengths of innovative tamper evident sealing • Focusing on diversion detection and diversion prevention ***Marco Linsenmann, CDO, Securikett Ulrich & Horn GmbH***

15:25	Afternoon Refreshments & Networking
15:55	**Panel Discussion: Imagining The Future Of Reduced Risk Products** • Investigating product development, what will devices look like in the future? • Outlining the existing regulatory landscape, where do we envisage change in the next 5 years? • Considering current public health perception, how will this differ in the future? • An overview of the sector, what does the future look like? ***David Lewis, Partner, Cambridge Design Partnership*** ***Charles Hamshaw-Thomas, Independent*** ***Maria Gogova, Sr Principal Scientist, Altria Client Services***
16:40	**Enhancing Customer Satisfaction Through The Quality Of Your Nicotine Containing Products** • Understanding the Pros and Cons of Testing • Efficient and effective product analysis for pre and post market authorisation • Quality Control: Examining industry trends • Process validation and accommodating production scalability and throughput ***Chris Allen, Managing Director, Broughton Laboratories***
17:10	**Enovap: The First Smart Nicotine Management System** • An introduction to Enovap, it's product and the innovation behind the technology • Understanding the science behind the Enovap product – scientific evaluation • Future opportunities – the call for partnership ***Alexandre Scheck, CEO, Enovap*** ***Marie Harang-Eltz, Chief Scientific Officer, Enovap***
17:35	Chair's Summary & Close Of Conference
17:40	**Drinks Reception Sponsored By EL-Science**

	Wednesday 15th November 2017
08:00	Registration & Refreshments
08:15	Chair's Opening Remarks & Recap Of Day 1
08:20	**Opening Keynote: Evaluating Past, Present And Future Of Tobacco Harm Reduction** • Understanding what is 'tobacco harm reduction', why is this important • Considering its overall history, a review of different products • Predicting the future, what will tobacco harm reduction look like in the future • Incorporating Ploom Tech, a brief introduction to its technology ***Ian Jones, VP Reduced-Risk Products, JTI***
08:45	**Determining The Impact Of The FDA's Stance On Nicotine Containing Products** • Nicopure point of view, where do we see the US market in 5 years? • Learning about Nicopure and Right to be Smoke-Free Coalition's court proceedings against the FDA, an update on how this is progressing • Considering the impact of the Trump Administration's pro-deregulation stance on existing tobacco regulations, the opportunities this may present • How will FDA's new comprehensive tobacco regulatory plan affect vape businesses and the e-cigarette industry? • Assessing how the US market has changed so far, has this lead to reduced innovation and opportunity? ***Patricia Kovacevic, General Counsel & Chief Compliance Officer, Nicopure Labs*** ***Azim Chowdhury, Partner, Keller and Heckman LLP***
09:25	**The TPD, Future Trends & Challenges** • Examining what the TPD has meant for the overall industry • Understanding how has the industry evolved to accommodate the TPD • Discussing what's happened to date and what might be happening in the foreseeable future ***Simon Manthorpe, Managing Director, ELiquidSolutions***
09:55	**Understanding Advertising Standards For E-Cigarettes** • Reviewing the CAP and BCAP's consultation on health claims, what can and can't be advertised • Sharing recent, and relevant ASA rulings on e-cigarette ads, what this means for the sector? ***Robert Morrison, Senior Regulatory Policy Executive, Committee of Advertising Practice***

10:20	**Label Challenges And Solutions For The E-Liquid Market** • Addressing industry wide challenges on vape labelling • Introducing digital label solutions ***Andrew Mansfield, Technical Sales Director, CS Labels***
10.35	Morning Refreshments & Networking
11:00	**Speaker Hosted Roundtables** Interactive roundtable sessions offer a unique opportunity to come together with your peers to share best practice and develop solutions to critical challenges facing the industry as a whole. Hosted by industry experts and each focused on a single issue, roundtables are an exciting, interactive way to build your personal network and learn from the experience and expertise of others. Each roundtable session lasts for 45 minutes, and delegates may attend up to 2 roundtables
Roundtable 1	**Discussing The Variance Of TPD Implementation In Different EU Member States** – *Manon Ombredane, Legal Consultant, Keller and Heckman LLP*
Roundtable 2	**What Do Consumers Want? – Reviewing Devices & E-Liquids** - *Graham McGee, Managing Director, Vapour Magazine*
Roundtable 3	**Shortfills: Friend Or Foe? -** *Dr Jaydene Halliday, Chief Scientific Officer, EL-Science*
Roundtable 4	**Discussing The Need And Consequences Of Independent Interoperability Related To The TPD** – *Dr. Marietta Ulrich-Horn, Managing Director, Securikett Ulrich & Horn GmbH*
Roundtable 5	**How Will REACH And CLP Regulations Affect The Pure Nicotine Based Products In 2018?** - *Marcin Górecki, TPD Specialist, Chemnovatic*
Roundtable 6	**Challenges Facing Nicotine Cessation Companies In Sourcing Components/Devices For A Regulated Market** – *Stefan Hoffmann, Strategic Marketing Manager & Johannes Nowicki, Business Development Manager, H&T Presspart*
12:30	Lunch & Networking
13:30	**Stuck In The Middle Of Regulation, Opinion Leaders, Media and HCPs: Understanding The Role Of Clinical Trials To Drive The Success Of New Nicotine Products** *Setting the scene: Innovative products for novel forms of nicotine consumption are entering the market. Be it e-cigarettes or tobacco heating systems (heat-not-burn), consumers often hope for harm reduction compared to continuing to smoke conventional cigarettes.* *There is an ongoing debate among healthcare professionals (HCPs) and their medical associations about the potential benefits and risks of new nicotine products. Additionally, the regulatory requirements of the EU's Tobacco Product Directive (TPD) and the FDA's New Tobacco Regulations have to be considered.* **This panel session will discuss/ debate:** • Appreciating whether we will see a boom of clinical trials in the near future due to the dynamically changing market

	• Respecting what needs to be taken into account when conducting a clinical trial in the area of "cessation or substitution of conventional smoking" • Recognising whether European regulatory authorities ready to handle the increasingly large scientific dossiers submitted provided by the industry? • Reviewing who has a role to play in making new nicotine products and tobacco harm reduction a success ***Dr. Bettina Bergthold, MD, CEO & Principal Investigator, emovis GmbH*** ***Dr. Alexander (Sascha) Nussbaum, Senior Manager Scientific & Medical Affairs, PHILIP MORRIS GmbH***
14:15	**What You Need , When You Need It – The Importance Of The Supply Chain To Meet The Vape Liquid Manufacturers Needs** • Divulging material adaptations needed to create durable yet aesthetically and accurately informative labels • Labels; are they there for aesthetics, or a component part of the finished product? • Legislation or regularity, it's on the label ***Malcolm Bunn, Sales Director, Label Solutions***
14:45	**Navigating The European Commission's Public Consultation On Taxation** • Reviewing the legacy tobacco excise regulation, should this be adopted for vaping • Investigating what's happened during the European Commission's consultation so far, the results • Analysing different EU member state's tax on vaping, is there a need for standardisation • Lobbying in the future, how the IBVTA is leading the fight ***Richard Hyslop, Chief Executive, Independent British Vape Trade Association (IBVTA)***
15:10	**What Do The FDA's PMTA Requirements For Extractable & Leachable Mean For You?** • Understanding the PMTA's requirements for extractable and leachables, why is this important to consider now • Reviewing the MHRA's stance on extractable and leachables, how is this influenced by the US • Analysing the pitfalls and what you need to consider in the future ***Scott Fletcher, Managing Director, Hall Analytical***
15:25	Afternoon Refreshments & Networking
15:55	**Reducing Nicotine Content In Combustible Cigarettes** • Reviewing the recent FDA announcement to reduce overall nicotine content within combustible cigarettes • Understanding clinical studies for the use of reduced nicotine cigarettes for smoking cessation • Answering: Is it feasible to produced reduced nicotine cigarettes on a large scale? ***James Vail, Head of Business Development, 22nd Century Group***

16:10	**CORESTA's Contribution To Develop Standards For The Global Vapor Industry** • Understanding CORESTA is, it's members and an overview of work carried out • Learning about CORESTA's E-Vapor Sub-Group • Introducing the development of CRM, why is this important? • Establishing CORESTA's work to introduce standards to understand the importance ***Pierre-Marie Guitton, Secretary General, CORESTA***
16:35	**Evaluating UKVIA's Expectation For The TPD Post Britain Leaving The EU** • Lobbying for changes to existing regulation, what UKVIA are doing and why? • Reviewing the opportunity Brexit presents for UK manufacturers and retailers to alter existing regulation • Identifying post Brexit regulatory challenges to foresee what 2019-onwards European trade will look like • Predicting what post Brexit Britain will look like, to ensure continued trade into European states ***Christian Mulcahy, UKVIA Board Member, MultiVape***
16:50	Chair's Summary & Close Of Conference