

Highlights from the

UKVIA **Forum 2022**

Incorporating the Vaping Celebration Dinner and
Industry Recognition Awards



Vaping for a Better Future

QEI Centre, Westminster

Friday 18th November 2022

Headline Sponsor



Gold Sponsor



Silver Sponsor



Bronze Sponsor



Foreword

John Dunne

Director General, UK Vaping Industry Association



We must capitalise on the successes of the Forum and clearly show politicians, health professionals and regulators that, as an industry, we understand our responsibilities and commit to maintaining the highest standards so we can continue to help adult smokers transition from tobacco.

The UKVIA Forum 2022, together with the Vaping Celebration Dinner and Industry Recognition Awards, were without a shadow of a doubt, a resounding success.

The Forum attracted delegates from the UK, Europe and beyond and it is testament to how this event has grown in stature that it was not just the vaping industry which was represented.

We had a record 280 delegates this year (plus another 180 at the dinner and awards evening) and it was great to see that this number included MPs, government departmental advisors, local government representatives, public health professionals, members of Trading Standards and a senior policy advisor from DEFRA.

I was also delighted that Mark Pawsey MP, Chair of the APPG for Vaping and Adam Afriyie MP, the APPG Vice-Chair, both spoke at the Forum. Mark's busy schedule did not allow him to attend in person, but he very kindly recorded a video message for us.

It is obviously great to have events like this where we come together as an industry, but we will never realise our full potential if we only talk to ourselves.

We must continue to engage with politicians, regulators, the public health community, Trading Standards departments and others to demonstrate how we are working together to help the UK achieve its smoke-free targets.

The Forum also attracted top level speakers from around the world where many issues which could impact on the industry's ability to save the lives of adult smokers were discussed.

We will continue to highlight that we will not tolerate those unscrupulous traders who flout the law by selling illegal and counterfeit products and I was delighted that speakers at the Forum fully backed this approach.

Now we must capitalise on the successes of the Forum and clearly show politicians, health professionals and regulators that, as an industry, we understand our responsibilities and commit to maintaining the highest standards so we can continue to help adult smokers transition from tobacco.

Finally, I want to congratulate all the winners of our first Industry Recognition Awards, the feedback we have received has been fantastic and a full list of winners can be found in this report. And, last but not least, a huge thank you to all those that made the Forum a huge success – our sponsors, speakers, exhibitors and attendees.

Here's to the next Forum in 2023.

Vaping for a Better Future – the most significant Vaping Industry Forum to date

Welcome presentation by **Robert Sidebottom**
Managing Director, Eco Vape



“ We are here to explore the Forum’s theme of **Vaping for a Better Future** which will look at how the sector can maximise its impact on public health, the economy and society. ”

Robert said this – the fourth annual Forum - was the most significant to date because of the industry-critical opportunities and challenges now upon us.

He paid tribute to Her Late Majesty Queen Elizabeth II, after whom the venue was named.

Robert said: “The whole UKVIA family is grateful, if not a little relieved, to have had another opportunity to host this event, after it was postponed following the death of Her Late Majesty.

“As we did on the morning following her death, we would like to pay tribute to her lifelong service and commitment to the UK and the commonwealth.

“But for today, we’ve gathered to explore the Forum’s theme of Vaping for a Better Future which will look at how the sector can maximise its impact on public health, the economy and society.”

He summed up the Forum’s key themes which were:


- The opportunity presented by the Khan Review on Tobacco Control – the government-commissioned independent report which has given a strong indication that vaping is seen by policy-makers as playing a pivotal role in helping achieve the country’s smoke-free 2030 targets.
- The role that the healthcare profession can play in accelerating the realisation of vaping’s public health prize which follows fast on the heels of the successful vape product trials in the NHS.
- The two major challenges that the industry needs to proactively address:
 1. Combatting underage and illicit product sales where there is strong evidence of a significant rise in both cases and
 2. The environmental sustainability of the industry, drawing on perspectives of environmental specialists and vaping businesses leading the way in the area.
- The findings of the UKVIA-commissioned Economic Impact Report – the first of its kind to be published in the UK and
- Other talking points including the implications of regulatory developments in the USA; nicotine’s position in the harm-reduction debate and innovation in the vaping sector to support the government’s smoke-free 2030 targets.

World's **1st** Ceramic Coil Disposable Pod Solution

FEELM
MAX

Make Every Puff Count



 **More Puffs**
25%+ ↑

With the same e-liquid volume, puff number 25% ↑
Cotton-free structure, no cotton drinks up your e-liquid!

 **Velvet Silky**
30%+ ↑

Smoothness 30% ↑
Smaller vaporized aerosol particles minimizes the harshness in throat. A silky-smooth vaping experience for you!

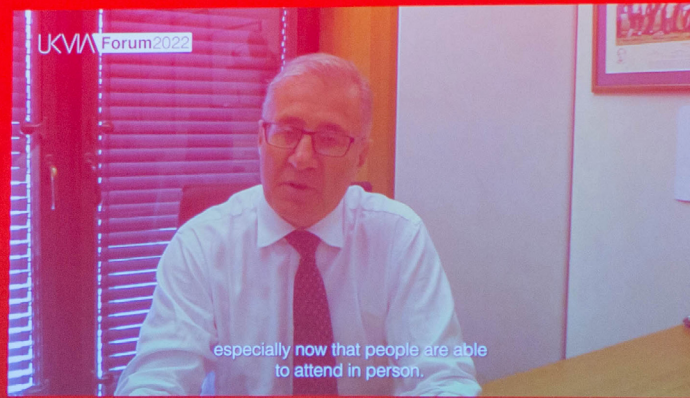
 **Same Great Taste Till Last Puff**
>95%

Flavor Consistency >95%
Constant vapor production brings the same great taste till the last puff.

*Data Source: SMOORE Fundamental Research Institute, compared with ordinary cotton coil disposable pods.

WARNING: This product contains nicotine which is a highly addictive substance.

Welcome from Mark Pawsey MP



Opening Remarks

Mark Pawsey

Chair of the All-Party Parliamentary Group for Vaping

Mr Pawsey was not able to attend the Forum in person, but his recorded remarks were played to the conference.

The MP praised the UKVIA's annual VApril campaign for its effectiveness in helping smokers quit and said he was looking forward to the publication of the government's Health Disparities White Paper as well as the forthcoming Tobacco Control Plan.

He said the APPG for Vaping would continue to convey to government, the need to embrace vaping so that its potential health benefits could be fully achieved.

The Conservative MP for Rugby told the Forum: "Undoubtedly, 2022 has been an enormous year for vaping. Not only was the VApril 2022 campaign enormously successful and reached an increasingly wider audience but was also referenced by the Public Health Minister in Parliament.

"We have also seen a key number of policy announcements which recognise the opportunities that vaping presents.

"Javed Khan's review into tobacco control policies said that vaping represented a crucial opportunity to improve public health and tackle inequalities.

"I was pleased to be invited to participate in Dr Khan's review alongside your Director General John Dunne."

He said smoking represented an 'enormous challenge' to public health and said he was concerned that misinformation about the relative risks of smoking and vaping posed a 'significant barrier' to those trying to quit.

Mr Pawsey said issues raised at the Forum would help inform the future work of the APPG and concluded: "I shall be very interested in reviewing the outcomes on the panel discussion on responsibility and compliance and the discussion on sustainability and innovation.



This is an exceptionally exciting time for vaping and I am very pleased that the APPG is at the forefront of this debate.





Opening Remarks

Doug Mutter

Manufacturing & Compliance Director at Forum headline sponsor VPZ

The UK has been a leading example of how vaping, when regulated properly, can be a hugely effective tool in tackling smoking which remains the nation's leading cause of preventable deaths.

Doug said the industry must act now to collectively drive engagement to educate politicians and stakeholders about how vaping can be used to help the government fulfil its smoke-free 2030 target.

He said: "The UK has been a leading example of how vaping, when regulated properly, can be a hugely effective tool in tackling smoking which remains the nation's leading cause of preventable deaths.

"We are losing vital momentum in our smoke-free ambitions and there is a fear we will miss the target by at least two decades if nothing changes.

"There is a danger that we are sleepwalking into another health pandemic with millions of smokers consigned to a premature death.

"Vaping can help regain this lost momentum. It has risen rapidly over a decade to reach record levels in Great Britain with an estimated 4.3m people who are regular vapers.

"That is up from 800,000 from a decade ago in what can only be described as a vaping revolution for transforming the health and wealth of smokers across the country."

Unregulated imports

He warned that the 'once in a lifetime public health opportunity' offered by vaping could be derailed by issues including the import and sale of unregulated and illegal products.

The VPZ Director added: "Imported unregulated products are available from a vast array of non-vaping retailers who do not understand the industry, have absolutely no interest in age verification control and no understanding of regulations.

"They represent a big danger to the longevity of the industry and we must stop them."

Youth vaping

Doug warned that insufficient controls to prevent illegal products entering the country, a lack of enforcement and ineffective penalties to deter transgressors had combined to encourage underage vaping.

He told the Forum: “Up until the last few months, youth uptake has remained extremely low and was very well controlled by the UK vaping industry as a whole.

“But we are now on the verge of triggering a huge youth uptake epidemic due to the ease with which young people can get their hands on these products.”

Environmental concerns

Doug, and many other speakers throughout the day, highlighted the environmental concerns of disposable devices.

He said the industry must tackle the environmental impact of single use plastics, single use lithium batteries and littering on streets and recreational areas.

“We must come together as an industry to police this emerging problem, call for tighter regulation and policing, along with controls and penalties for those who don’t play by the rules,” he said.

Calling for a concerted collaboration from the MHRA, Border Force, HMRC and the industry, he added: “We know that vaping is a huge public health opportunity where the UK has a real chance of bringing an innovative and dynamic approach that will eradicate smoking, transform the health of the nation and alleviate what is a huge financial strain on the healthcare system across the nation.

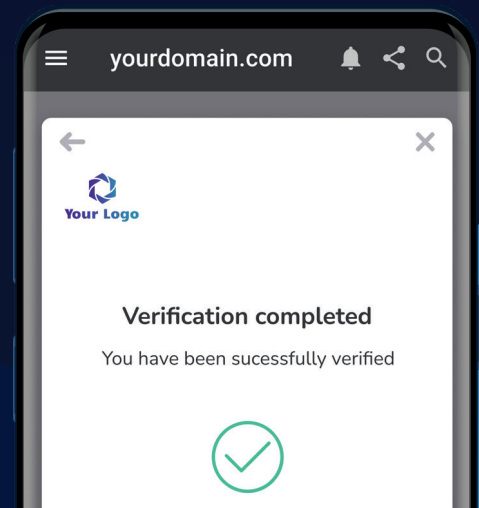
“We have a duty not to miss this opportunity to positively impact public health policy so that we can develop a progressive strategy for vaping that will help the country meet its smoke-free targets.”



Compliance done the easy way

Award-winning, real-time age verification to help you onboard more customers and fulfil due diligence

www.1account.net/business



Highlights of the keynote presentation

Adam Afriyie

Vice-Chair of the All-Party Parliamentary Group for Vaping



We can either allow millions of our citizens to continue to die, both in the UK and across the globe, or we can choose to nudge them in the direction of products which will save lives and improve health.

The MP said he was very impressed that the Forum had bounced back from the COVID disruption so strongly.

“As the world returns to a semblance of normality, it’s good to see this live event return with record attendance which is impressive in the current climate. Well done to the UKVIA and well done to all the Forum sponsors,” he said.

“Smoking remains the leading cause of illness and premature death in this country where 75,000 people die prematurely every year due to smoking.

“We can either allow millions of our citizens to continue to die, both in the UK and across the globe, or we can choose to nudge them in the direction of products which will save lives and improve health.

“This is why I want to encourage you all today to really share your views on what needs to be done to improve the industry so you can feedback to MPs and government ministers the actions which need to be implemented.”

Smoke-free 2030

Mr Afriyie said smoking cost the NHS £2.5bn each year and led to ‘pain and heartache’ to wives, husbands and children who lost loved ones due to smoking-related deaths and illnesses.

He insisted the government must not give up on its ‘ambitious’ smoke-free 2030 target adding: “If we meet the target not only will lives be saved, but 2.6 million families and about one million children will be lifted out of poverty.

“It’s no great secret that we are almost certainly going to miss that target and to put that into perspective, if we do miss it by seven years that is another 1.3 million dead bodies in the United Kingdom by 2037.

“These are not just statistics, these are family members of ours, so it behoves us to push on with what we’re doing in Westminster, with regulation and within the vaping industry.”

He said vaping had already saved tens of thousands of lives in the UK, making the country ‘a world leader in harm reduction’.

The MP added: “The vaping industry is now part of, not the tobacco industry, but of the vanguard of public health.

“This is a fantastic turnabout and everyone in this room associated with the vaping Industry should feel proud.

“You’re part of healthcare now and you are doing a virtuous thing by helping to save lives and reduce harm.”

Youth smoking v youth vaping

He said: “There is a rise in youth vaping, it’s undeniable. We have five children in our family and I would be absolutely devastated if one of them took up smoking.

“I’d be irritated but not devastated if, trying to be cool, they took up vaping. It’s not a good thing. It’s a really bad thing but let’s be practical and realistic.

“So, I hope we will be a little bit less squeamish or absolutist on these matters. It is far better that nobody smokes and nobody vapes, but actually, if you’re looking to save lives, it’s far, far better that young people do not smoke.

“And it’s very irritating and annoying if they do take up vaping for a period of time just to be cool.”

Facing the challenges ahead

The Windsor MP said it must be an ‘absolute priority’ that the industry does all in its power not to encourage young people to vape or smoke.

He warned: “I can tell you in no uncertain terms, that Parliament and the government will absolutely smash the industry if you have rogue players that are advertising to children.

“Don’t try to be cunning or clever. Don’t use fancy names pretending they are for adults, when you know for a fact that they’re for children.

“Please be good actors and police yourselves. Talk about what you do. You are not in the tobacco industry, you’re in the healthcare industry.

“You are in a virtuous industry and by working together with regulators I think you’ve got a really good strong path to a virtuous future.”

Praise for UKVIA

The MP told the conference: “I am very pleased that everything I have said has been echoed by the speakers and also in the Forum literature. We are heading in the same direction which is fantastic.

“I’m also impressed by the UKVIA’s proposals thus far such as a retail license scheme for funding enforcement from Trading Standards; a national test purchase scheme covering both bricks and mortar stores and online sales and more robust fines for transgressors.

“We know how stark the challenge ahead is and we cannot allow the smoke-free 2030 ambitions to fall between the cracks.

“I know that the industry can rise to meet that challenge and with engagement, responsibility and proper communication with regulators, parliamentarians and ministers, I really think that we can get this Khan Review implemented.”





Highlights from the FORUM conference programme

Panel Discussion: Vaping for Better Health

Panel Chair Dr Derek Yach, Global health expert and anti-smoking advocate

Dr Yach said: “UK doctors started us on the road to tobacco control in the 1960s when they led the first studies to show that smoking kills and patients quit in droves when they saw the data.

“The UK continues this tradition 60 years on but there is a critical need to return doctors and physicians to being a much more powerful advocate for vaping and reduced risk products, as they have been for decades to end smoking.”

Dr Colin Mendelsohn, Tobacco treatment expert and author of ‘Stop Smoking Start Vaping: The Healthy Truth About Vaping’

Dr Mendelsohn said: “I’ve seen so many people die unnecessarily over the years but when vaping came along so many have been able to quit smoking when they have previously struggled with other methods.

“The main problem we have all over the world is misinformation about vaping where people are being diverted from this life-saving technology because of what is often so much nonsense.

“Nicotine does not cause cancer, heart disease or lung disease and this misperception is widely held and is a major deterrent to doctors embracing vaping.”

Alexander Kvitashvili, Public Health Advisor, Consumer Choice Center

Mr Kvitashvili said: “Developing countries look at the policies, regulations and solutions from bodies like the EU and they tend to copy them without too much thought.

“These countries are part of a much poorer community that cannot afford, for example, the excise taxes that EU countries can and thus there is a flourishing black market.

“Very often decisions made in the Western world are not very useful for low- or middle-income countries.”

Dr Sudhanshu Patwardhan, Director, Centre for Health Research and Education, University of Southampton Science Park

Dr Patwardhan said: “Ironically and tragically, studies show that 70-80% of physicians across the world wrongly think that nicotine in tobacco causes cancer.

“This is because no nicotine literacy has been imparted to them during their medical education days and I believe that converting nicotine misperceptions into nicotine confidence is an absolute must.”

Mohammad Agrabawi, Senior Director for Government Affairs and External Communication, ANDS EMEA.

Mr Agrabawi said there were no scientific bodies in the Middle East looking into the relative risks of vaping and smoking. He called on tobacco harm reduction experts from the US, EU and UK to help establish innovation centres and associations to help the vape industry in the Middle East.

He said: “In Jordan, my home country, smoking rates among adults are between 65-72% but that does not take into account the numbers of eight-to-ten-year-olds who can be seen smoking outside school.

“Lebanon has the highest smoking rates in the world at up to 75% and Jordan has a 200% excise tax for imported vape products which means a vaping device with 500 puffs costs five times that of a packet of cigarettes.”

Thank you to our sponsors and official event partners

The UKVIA is hugely appreciative for the support of all our sponsors and official event partners who have made this, the UK's largest B2B event for the vaping sector, possible.



Headline Sponsor



Gold sponsor



Silver sponsor



Bronze sponsor



Lanyards sponsor



Lunch sponsor



Delegate pack sponsor



AV sponsor

Vaping Celebration Dinner sponsors



Drinks reception sponsor



Headline sponsor



Entertainment sponsor

Vaping Recognition Awards Category sponsors



Media and Event Partners



The US Vaping Regulatory Landscape – should the international vaping community be worried?



Azim Chowdhury, US Vaping Regulation Attorney, Keller and Heckman LLP

- The attorney said there were ‘fundamental flaws’ in both the US Tobacco Control Act and the way that the Food and Drug Administration (FDA) implemented the law.
- He said because the law only applied to products introduced after February 15, 2007, it meant that cigarettes were ‘essentially exempt from pre-market review and FDA scrutiny’.
- The US had a well-established vaping industry by the time the FDA had the power to regulate it and millions of adult smokers had already transitioned to vaping.
- The regulatory process became overloaded with more than 6.7m applications for ENDS products submitted.
- The FDA faced legal challenges when it made it much harder for non-tobacco flavoured ENDS products to gain approval and when 99% of all applications were subsequently denied.

Should the international community be worried?

Mr Chowdhury said while there were major differences between the US and EU legal frameworks the fundamental threats to the industry remained the same.

He said if the international vape community wanted to prevent a similar fate to the US, then it must:

- Prevent youth access at all costs,
- Continue to promote the concept of tobacco harm reduction,
- Comply with regulations to help prevent counterfeits and a black market and
- Develop scientific research, particularly in relation to flavoured products.



The Role of Nicotine: Nicotine in the harm reduction debate

Jeannie Cameron, Chief Executive, JCIC International

Jeannie said: “There is a huge amount of confusion in terms of understanding nicotine, even from those who manufacture, sell and advocate for it.

“If we are going to raise awareness of the benefits that vaping products can play in helping secure a smoke-free 2030 then we really need to understand exactly what we are talking about.”

Dr Marina Murphy, scientific communications and engagement expert

Dr Murphy said that the objective of regulation should be to facilitate the effective competition of alternative nicotine delivery products with combustible cigarettes.

She said people use nicotine because, like coffee, it is a stimulant and can help them focus and plan.

She said looking at nicotine concentration in isolation may not be the best way to regulate e-cigarettes but warned that using potential alternatives such as nicotine flux (which measures the quantity of nicotine delivered per second) could stifle innovation.

Dr Murphy said: “Any sensible person would argue that we need to keep the innovation window open. Regulations should also facilitate this so that nicotine products such as e-cigarettes can reach their full tobacco harm reduction potential.”



#ASKARCUS

Compliance for businesses that dare to think differently

VAPE · CANNABIS · COSMETICS · ADULT TOYS



Gaining a reputation for responsibility – product compliance and regulatory enforcement (Part 1)

Clive Bates, Director, The Counterfactual

The panel Chair said compliance and enforcement were important to prevent youth access; ensure only compliant products reached the market; provide fairness to compliant companies; allow for the proper collection of taxes and to deter criminal networks.

Andrew Chevis, Chief Executive, CitizenCard

Andrew said while those caught selling non-compliant products should be punished, responsible retailers should be rewarded for upholding the law. He said manufacturers should support responsible retailers so that the 'bad guys' could be caught and punished.

Iain Corby, Executive Director, Age Verification Providers Association

Iain said it was no longer acceptable to simply ask people to tick a box confirming they were over 18.

He said: "Technology now exists to do a much more robust age check online and digital proof of age checks can also be done in store."

Damian Stevens, Business Development Manager, 1account

Damian said a vape retail licensing system was needed to combat the 'container loads of illicit products entering the UK.'

Lee Bryan, Managing Director, Arcus Compliance

Lee said that several notified products already on the market were not compliant because there was no validation process built into the EU check system.

Jo Cook, Senior Trading Standards Officer, Buckinghamshire and Surrey Trading Standards

Jo said existing legislation needed to be better enforced and added that there had been an increase in complaints about under-age sales, in both face-to-face and online environments.



Gaining a reputation for responsibility – product compliance and regulatory enforcement (Part 2)

James Lowman, Chief Executive, Association of Convenience Stores

James said it was vital that Challenge 25 was adopted as standard by all vape retailers, as is the case with sales of lottery tickets, alcohol and tobacco.

Adrian Simpson, Retail Product Policy Advisor, British Retail Consortium

Adrian said lack of enforcement capability was a big issue and cited cuts of between 60-80% in the numbers of Trading Standards officers over the past decade as one factor.

Doug Mutter, Manufacturing & Compliance Director, VPZ

Doug said retailers would not have any illicit products to sell if the supply was cut off at source. He called for a huge push from Border Force and HMRC, backed up by severe penalties, to stop these products coming into the country.

Shahid (Mo) Razzaq, National Deputy Vice President, The Federation of Independent Retailers

Shahid said big problems for retailers were adults buying vape products for children and, especially for smaller retailers, children grabbing vape products from shelves and then running away.

Dan Marchant, Founder and Joint Owner, Vape Club

Dan said charging retailers an average of £400 would raise £24m to fund specialist officers who could enforce compliance with the sales of age-restricted products in store.





Keynote presentation

How innovation is changing the vaping industry

Echo Liu, FEELM Europe Division Director

Echo said innovation was key to the vape industry's future and said millions had already switched to next generation products since vape products entered the market.

She said constant innovation would help ensure that millions more smokers also had the opportunity to switch as new technologies delivered enhanced performance and satisfaction for vapers.

However, she warned that the environmental impact of the industry must not be overlooked and said FEELM was 'striving to minimise waste and continually innovate products for a more sustainable world'.

The unveiling of the vaping industry's first ever Economic Impact Report

"More people than ever are vaping and by all measures this is a true British success story, creating employment and wealth, generating precious revenue for the Government through taxation while at the same time saving the NHS more than £300m a year through people switching from smoking to vaping."

– **John Dunne**, Director General of the UKVIA.

"Whilst many high street retailers have suffered in recent years, the vaping sector has bucked the trend, with significant growth both in-store and online. Even the effects of the pandemic have not significantly hampered the sector's growth."

– **Owen Good**, Head of Economic Advisory at Cebr.

The UKVIA commissioned the Centre for Economics and Business Research (Cebr) to produce a report on the economic contribution generated by the vape industry on a national and regional level.

It considered the direct economic contributions made as well as its wider economic footprint from indirect and more wider spending.

Cebr also reported on the wider socio-economic benefits of smokers switching to vaping and explored the associated cost saving to the NHS.

Finally, it captured many of the trends in vaping over a five-year period from 2017 to 2021.

Key takeaways

- The Cebr report highlights a flourishing, multi-billion pound industry which has positive impacts on employment, the NHS and the nation's health
- As record numbers of smokers switched to vaping, the industry's aggregate turnover was valued at £2.8bn last year
- Almost 18,000 full time equivalent jobs in retail, manufacturing and the wider supply chain are supported by the sector
- Smokers switching to vaping are estimated to have resulted in a cost saving to the NHS of over £300m in 2019 alone and
- The UK vape industry contributed revenues of £310m to the Exchequer through taxation in 2021.

Gaining a reputation for responsibility – putting the spotlight on sustainability

Graeme Vickery, Senior Policy Advisor, DEFRA

Graeme said importers and distributors must comply with a number of regulations embracing electrical waste, packaging, batteries and hazardous substances. He said producers, retailers, recyclers and waste management companies must work together to ensure compliance.

Matt Crann, Sales Director, Riot Labs

Matt said disposable devices were great to initially help people stop smoking, but the industry should encourage them to transition to more sustainable and more economical refillable or closed-pod devices instead.

Scott Butler, Executive Director, Material Focus

Scott said it was almost impossible for consumers to recycle a vape device which led to millions of discarded devices posing significant environmental challenges. He said viable solutions to recycling were urgently needed.

Stewart Price, Scheme Manager, Waste Experts

Stewart said it was important that the industry supported sustainability because many companies in the supply chain would only want to work with businesses which were compliant in this area.

Jessica Long, Head of ESG/Sustainability Consulting for Ipsos' consulting arm Strategy 3

Jessica said consumers, when given the choice of two similar products in terms of functionality and price, would 'go for the more sustainable option every time'. She said the vape industry should act now on the issue and not wait for regulations to force them to do what was necessary.



Supporting the journey towards Smokefree 2030

Patricia Kovacevic, Global Legal and Regulatory Strategist

Patricia said 2030 was a ‘magic year’ where the UK and other countries around the world imagined that smoking would disappear but said that good communication with governments was vital to achieving this ambition.

Dr Rachel Murkett, Project Director (Life Sciences), Biochromix

Rachel said the UK’s smokefree target was achievable because there is a suite of reduced risk alternatives to tobacco that smokers choose to switch to.

Dr Autumn Bernal, Founder, ToxCreative

Autumn said one of the biggest challenges for the industry is to demonstrate to consumers and the press that accurate models now exist to predict the long-term health implications of reduced risk products.

Bridget Gildea, Consultant for Public Good

Bridget said governments liked ‘specific and simple’ answers to problems but cautioned that there was no one single factor that was responsible for triggering the behaviour change needed to encourage smokers to switch to less harmful alternatives.

Benedict Jones, UK Brand Manager for Innokin

Benedict said it was important for the industry to welcome more scrutiny from policy makers but said it should be allowed to tell consumers more about the potential benefits of vaping.

Professor Imad Lahoud, Chief Technology Officer, Medad Technology

Imad said data was vital to help encourage smokers to switch.

He said: “Transparency and communication with supporting data are key to getting us to the point where we talk more about the products we produce and the benefits of harm reduction.”



Social Media Reaction to the Forum and Industry Recognition Awards

Derek Yach @swimdaily

Start of #ukviaforum22 by MP @AdamAfriyie He stressed the value of #vaping to #endsmoking. Spotlights importance of "swap to stop" messages communicated thru #cigarettepacks. Very clear re keeping the focus on stopping #youthsmoking & vaping.



10:25 am · 18 Nov 2022

1 Retweet 7 Likes

Daniel Lowbridge @danlowbridge

#ukviaforum22 All speakers so far committed to preventing youth access. Great to hear

12:42 pm · 18 Nov 2022

Patricia Kovacevic, J.D. @patriciakova

Replying to @Jdunne9407uk

But what a successful #UKVIAForum22 @Vaping_Industry conference yesterday! Thank you, as always, for your leadership and perseverance!

4:35 am · 19 Nov 2022

1 Like

Martin C @NannyFreeState

At #UKVIAForum22, @Marina14876100 explains how humans have used nicotine for 12,000 years and how its properties are similar to caffeine.



12:04 pm · 18 Nov 2022

7 Retweets 1 Quote Tweet 16 Likes

betterRetailing @betterRetailing

"In Australia, the black market in vaping is the dominant player at the moment" — Dr Colin Mendelsohn

#ukviaforum22 @Vaping_Industry @ColinMendelsohn

10:56 am · 18 Nov 2022

1 Retweet 1 Like

FEELM Tech @feelmtech

We have won The Best Innovation Award and The Sustainable Vaping Award at the UKVIA Industry Forum. 🏆🏆🏆🏆🏆🏆🏆🏆🏆🏆

#feelmtech #feelmtechnology #UKVIAForum22



1:09 am · 22 Nov 2022

2 Retweets 14 Likes



Zanoprima Lifesciences

Towards a TOBACCO-FREE WORLD

Zanoprima Lifesciences introduces SyNic™, the world's purest S-nicotine produced using an enzymatic process that has been patented in over 40 countries

SyNic

SyNic is:

- Devoid of any minor alkaloids found in tobacco-derived nicotine
- Without residual odour or taste
- Environmentally friendly using "green chemistry" production
- Fulfils many of WHO ESG goals
- A direct substitute of tobacco-derived nicotine
- Priced similarly to USP-grade tobacco-derived nicotine
- Subject to a drug and a tobacco-product master file in the USA

Zanoprima Lifesciences also has patents on novel vaping formulations that avoid the use of added organic acids as well as oral products devoid of any sodium species

YOOZ Mini

ECO-FRIENDLY DISPOSABLE



ECO-FRIENDLY

It can be used as a disposable vape, or can be reused by charging and changing pods.



COST-EFFECTIVE

*1 Rechargeable Device
2 Pods (Each Pod 2mL)*




PURE FLAVOUR


The innovative sandwich atomization structure and fully atomized technology can provide users with the original flavour.

 Contact : Vincent Miao (Senior Sales Manager)

 E-mail : Vincent@yoozworld.com

 Tel : +86 13723773250

 Official Website : www.yooz.com

 Facebook : @ YOOZGlobalPage

 Instagram : @ yoozworld | @yoozofficialuk

The Vaping Celebration Dinner and Industry Recognition Awards

The event provided the perfect way to wind down from the Forum so that delegates could come together for this, the vaping industry's social event of the year.

The Vaping Celebration Dinner also featured the UKVIA Industry Recognition Awards which honoured the individuals and organisations who had made significant contributions to the industry.

It was a great night and we want to congratulate all of our worthy winners for their achievement and wish them – and everyone else present – all the very best to carry forward the momentum built up over the past 12 months, into 2023 and beyond.

This is the full list of winners:

Most Supportive Parliamentarian: Mark Pawsey – Chair of the APPG for Vaping

International Vaping Award (sponsored by ANDS): Independent European Vape Alliance (IEVA)

Best Non-Vaping Media Outlet Report (sponsored by JBP): ITV for their report on raids on retailers selling illicit vape products

Sustainable Vaping Award (sponsored by Waste Experts): Riot E-Liquid

The Vaping Regulations Enforcement Award (sponsored by Geekbar): The Medicines and Healthcare products Regulatory Agency (MHRA)

Preventing Youth Access to Vaping Award (sponsored by Arcus Compliance): 1account

Best Marketing/PR Campaign in the Vaping Industry (sponsored by World Vape Show): Riot E-Liquid

Most Supportive Public Health Professional (sponsored by VPZ): Dr Anita Sharma

Outstanding Industry Service Award: John Dunne, Director General UKVIA

Best Innovation in the Vaping Industry (sponsored by VPZ): FEELM

Finally, we would like to thank all the sponsors, attendees, speakers and exhibitors who made the 2022 Forum and Industry Recognition Awards such a resounding success.

The next forum will take place on Friday November 10, 2023.

Save the date and we look forward to seeing you then.

Don't forget to visit the UKVIA website where you will find a selection of pictures from the Forum [here](#), together with details of how to access all the presentations and debates from the day.



VAPECOMMS

MEDIA RELATIONS

SOCIAL MEDIA

EVENTS

CAMPAIGNS

STAKEHOLDER ENGAGEMENT

POLITICAL ENGAGEMENT

REPUTATION MANAGEMENT

CREATIVE & MARKETING

Discover how our specialist services can help your vaping business

info@vapecomms.co.uk

www.vapecomms.co.uk

 **GEEK BAR**



**GEEK OUT
YOUR TASTE**

www.geekbar.com 

 @geekbarvape  @geekbarvape  @geekbarvape



The UK's leading vape store

VPZ aims to use vaping to facilitate a smoke-free future. Vaping is at least **95% safer** than smoking (Public Health England), and with the assistance of our vaping specialists, we have successfully helped over **700,000** people quit.

Since opening our first store in 2012, we have expanded to **over 150 UK locations** and built a thriving e-commerce business. As an industry leader, we get the opportunity to work on the research and development of exceptional devices.

Great vape devices demand the best liquids, and that's why we created Absolute. Made in our UK based lab, our e-liquids only use the **highest quality** food and medical-grade ingredients. VPZ has a team of flavour experts who mix, blend and craft the unique e-liquids our customers love.



Smoking is still the nation's greatest killer. Every year around **78,000** people in the UK die from smoking, and many more live with debilitating smoking-related illnesses.

VPZ customers have provided clear data on the success of vaping as a means of smoking cessation



97% of customers said vaping helped them the most when trying to quit.

89% of our customers said vaping helped them quit smoking altogether.

To continue our mission to make the UK smoke-free, we developed the Vape Clinic. Through a combination of ongoing research, customer feedback and guidance from industry experts, we created a dedicated service to help smokers switch to vaping. We identified the key reasons people fail to quit are unmet expectations, the incorrect e-liquids at inappropriate nicotine strengths and the wrong initial advice.

We are so confident in the Vape Clinic we offer the service **free of charge** and with a **money-back guarantee**. By booking those looking to quit-smoking into the Vape Clinic, they will receive a **one-on-one consultation** with a vaping specialist to ensure they are matched to the products most likely to help them make the switch.