

UKVIA Forum and Evening Reception 2024

The Changing Vaping Environment - Succeeding in a New Policy Landscape

London Marriott Hotel, Regents Park, Friday 15th November

- 07.00:** Exhibition Set Up
- 08.45:** Registration
- 09.15:** Conference Opening Remarks from the Forum Compère - **Jeannie Cameron**
CEO and Managing Director of JCIC International Consultancy Ltd
- 09.20:** Address from **UKVIA Director General John Dunne**
- 09.25:** Opening Address from Headline Sponsor - **Hangsen**
- 09.35:** **Keynote Speech**
To be announced
- 09.50:** **Keynote Speech:** A case for vaping: What legal recourse does the industry have against misinformation, infringement, bad regulation and the illicit market?
Robert Jappie - Partner, Field Fisher
- 10.05:** **Keynote & Panel Discussion: Politics in the spotlight - Working with a new Government**

With a new government still settling in after the General Election, this session examines what vaping policy needs to look like in the future to allow the category to make its fullest contribution to a smokefree Britain.

Keynote and Session Chair

John Dunne

Director General, UKVIA

Panellists

Mary Glindon

Labour MP, Newcastle upon Tyne East and Wallsend

Chris Worrall

Chair of Member Policy Group on Local Government and Housing, Fabian Society

Jeannie Cameron

CEO and Managing Director, JCIC International Consultancy Ltd

More panellists to be announced

11.00: Coffee and Networking

11.30: Keynote and Panel Discussion: From licensing to product and regulatory compliance – killing the black market, not the consumers

Hamstrung budgets and a lack of resources have left Trading Standards struggling to tackle underage and illicit vape sales, so how can enforcement officers be expected to bear the weight of impending regulations which experts predict will only super-charge the black market?

This session will look at how vape licensing and improvements to the current MHRA notification process, as well as industry-led and supported targeted initiatives can bury the black market, thereby protecting young people and adults from the high-risk harms of illicit products predicted to come onto the market as regulated disposables disappear from the shelves.

Keynote and Session Chair

Dan Marchant

Co-owner, Vape Club

Panellists

Mark Oliver

Business Hub Manager, Cambridgeshire and Peterborough Trading Standards

Paul Cheema

Founder, C-Talk

Dawn Dines

CEO, Stamp Out Spiking

Mohammad Agrabawi

Senior Director of Corporate Affairs and Communications, ANDS

12.20: Keynote and Panel Discussion: Closing the Trust Gap: How public education campaigns can be critical to correcting the vape narrative

Misinformation and mainstream media scare stories have sullied perceptions of vaping, public trust in the harm reduction tool is at an all-time low and recent research reveals more than half of England's smokers wrongly and worryingly believe vaping to be as or more harmful than cigarettes.

This session will explore how the industry has been muzzled by existing regulation and why national public education campaigns are critical to correcting the narrative around vaping so that smokers are armed with the best information to help them quit for good.

Keynote and Session Chair

Sairah Salim-Sartoni

Managing Director, Salim-Sartoni Associates

Panellists

Michael Landl

Director, World Vapers' Alliance

Andrej Kuttruf

Founder and CEO, Modern Health Group

Clive Bates

Director, Counterfactual Consulting Ltd

Dr Cheryl Olson

Health Behaviour Change Consultant and Researcher

13.10: Lunch and Networking

14.10: Platinum sponsor presentations

Chubby Gorilla - Platinum International Sponsor

More sponsor presentations to be announced

14.30: Keynote and Panel Discussion: The Balancing Act - What is the best route to further unlock vaping's potential to improve harm reduction while also protecting young people?

When politicians talk about the vape industry, they often use the word 'balance' but how does achieving the correct balance between conflicting needs actually work in practice? This session will explore how we ensure young people have the protection they need while ensuring adult smokers understand that vapes are significantly less harmful than smoking. Whether it's classifying different vape devices in terms of relative risk against smoking, introducing proportionate regulation, or developing responsible vape sales guidelines for retail stores, this session will debate how the industry and policymakers can work together to get the balance right.

Keynote and Session Chair

Dr Garrett McGovern

Medical Director, Priority Medical Clinic

Panellists

David Lawson

Founder, Inter Scientific

Dr. Ian Fearon

Director, whatIF? Consulting

Sairah Salim-Sartoni

Managing Director, Salim-Sartoni Associates

Robert Jappie

Partner, Field Fisher

Dr. Ian Jones

Behavioural Scientist and Statistician,
Applied Research and Analysis Company

15:20: Coffee and networking

15.40: Keynote and Innovation Showcase: From products to age checks, how vape technologies are evolving as we approach a post-disposables future and a new era of responsible vaping

The vape industry was built on a strong foundation of innovation. This session will explore how adapting technologies are key to tackling some of the biggest issues facing our sector today – including youth access, illicit products and the environmental challenge – as well as continuing the industry’s proud and proven track record of helping millions of adult smokers quit for good. Five companies operating in the vape market discuss how they are adapting their product offerings and leading on innovation across the sector.

Keynote and Session Chair

To be announced

Innovation Showcase Presenters

Anna Balconi

Technical and Regulatory Manager, Alchem Europe

George Oram

VP, Engineering and Product Design, Greentank Technologies

16.30: Panel Discussion: Adding Consumers to the Conversation: A live focus group with the industry's biggest stakeholder

There are more than five million adult vapers in Great Britain alone - a number which is only growing - so why are consumers, who are amongst the most affected by shifting regulation, so often left out of the conversation?

In this live, on-stage focus group, we will hear the unfiltered views of vapers from a range of backgrounds and experience on topics such as innovation, education, the impact of changing policy and the role of vaping in harm reduction.

Keynote and Session Moderator

Aron Byrne-Carter

Managing Director, NGP Trends

Panellists

Mark Oates

Director of We Vape, will be joined by a panel of consumers.

17.00: Closing remarks

17.30-19.30: Evening reception

The forum will be followed by a light buffet and drinks reception to allow networking to be extended beyond the conference and into the evening.