

Conference Agenda

Conference co-chairs

We are delighted to have John Dunne and Jeannie Cameron as co-chairs for this year's UKVIA Forum and Evening Reception. Both will ensure that the day's events run smoothly, introduce key speakers and help keep the day's agenda on schedule.



John Dunne
Director General, UKVIA



Jeannie Cameron
CEO and Managing Director, JCIC International Consultancy Ltd

07.00 **Exhibition set up**

08:45 **Registration**

09:15 **Conference opening remarks**



Jeannie Cameron
CEO and Managing Director, JCIC International Consultancy Ltd

09:20 **Address by John Dunne, Director General of the UKVIA**

09:25 **Opening Address from Headline Sponsor - Hangsen**



Enrique Pegenaute
Global Brand Sales Director, Hangsen

09:35 **Keynote Speech: A new era of enforcement in the vape sector**



Kate Pike
Lead Officer for Vaping, Chartered Trading Standards Institute

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.



John Dunne - Chair
Director General, UKVIA



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



Grahame Woods
Account Director, JBP Associates



Tony Abboud
Executive Director, Vapor Technology Association

10:45

Coffee and Networking

11:05

A Q&A with HMRC: Understanding the Vaping Products Duty

As part of the Autumn Budget, the Government announced a Vaping Products Duty would be introduced from 2026, however, many organisations have questions about how the duty was formulated, and what the implication of it will be on their businesses. In this Q&A, chaired by UKVIA Director General John Dunne, delegates will hear from Orla Menzies - as Vaping Policy Lead for HMRC - on the duty, the technical consultation and more.



Session Chair
John Dunne - Chair
Director General, UKVIA



Orla Menzies
Vaping Policy Lead, HMRC

11:35

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 supercharge 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 - Chair
Co-owner, Vape Club



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 & 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 half of smokers in Great Britain 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



Michael Landl
Director, World Vapers' Alliance



Andrej Kuttruf
Chief Executive, Evapo



Clive Bates
Director, Counterfactual Consulting Ltd



Dr Cheryl Olson
Health Behaviour Change Consultant and Researcher



Dr Sudhanshu Patwardhan
Nicotine Expert and Health Tech Entrepreneur

13:10

Lunch and Networking

14:00

Platinum Sponsor Presentation



IVG
Platinum Brand Sponsor

14:10

Keynote Speech: A Special Presentation from ECCC Secretary-General Ao Weinuo



Ao Weinuo
Secretary-General, Electronic Cigarette Professional Committee of China Electronics Chamber of Commerce

14:20

Keynote Speech: A Taste of the Truth - Understanding the key role of flavours in harm reduction



Dr Jessica Zdinak
CEO & Chief Research Officer, Applied Research and Analysis Company (ARAC)

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



David Lawson
 Founder, Inter Scientific



Dr Ian Fearon
 Director, whatIF? Consulting



Sairah Salim-Sartoni
 Founder, Salim-Sartoni Associates Ltd



Robert Jappie
 Partner, Field Fisher



Dr. Ian Jones
 Behavioural Scientist and Statistician, Applied Research and Analysis Company (ARAC)

15:20 **Coffee and Networking**

15:40 **Keynote and Innovation Showcase: How vape technologies are evolving as we approach a post-disposables future and a new era of responsible vaping**

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
Tim Phillips
 Managing Director, Tamarind Intelligence



Anna Balconi
 Technical and Regulatory Manager, Alchem NicSelect™



George Oram
 VP of Engineering and Product Design, Greentank Technologies



Waqas Khan
 Chief Executive Officer at CLEW - Nevcore Innovations Inc



Tomasz Girzelski
Nicotine Expert, Chemnovatic



Jiang Xin (Miller)
European Sales Director of MOKI brand, MOKI Technology

16:40 **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 on topics such as innovation, education, the impact of changing policy and the role of vaping in harm reduction.



Keynote and Session Moderator
Mark Oates
Director, We Vape

Mark will be joined by a panel of consumers.

17:10 **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.