

Monday 23 April 2018

UKVIA Vaping Industry Forum 2018: Going for Growth

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Clive Millington,
Chief Executive, AYR



Dr Lynne Dawkins,
Associate Professor
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Rt Hon Norman Lamb,
MP, Chair of the
Science and
Technology Select
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What a year! Let's go for more growth

"The last year has certainly been a rollercoaster. First, our industry gets a kick in the teeth with the European Tobacco Products Directive (TPD) last May, which effectively put vaping in the same bracket as smoking.

Fast forward a few months and the Government published its Tobacco Control Plan which made a commitment to relook at the TPD and its impact on vaping products. Then Public Health England launched the first national advertising campaign to promote vaping as a means to quit smoking. This was followed by its evidence review in February this year which reinforced that e-cigarettes pose just a small fraction of the risk of conventional cigarettes and represent one of the best ways to quit smoking.

All business sectors expect to have their ups and downs but the vaping sector has certainly hit its highs and lows during the last 12 months.

But now it's all about onwards and upwards. We have to continue the momentum created by the events of recent months which have put vaping firmly on the national map for all the right reasons. We also have to deal with the challenges that will be coming our way so that we protect and build upon the growth opportunities that will present themselves.

That's what the UKVIA's first Vaping Industry Forum, Going for Growth, is all about – recognising and acting upon the potential and risks in our sector so we can continue to grow and live up to our name as one of the most successful and disruptive industries in the 21st century.

It is appropriate that it is taking place in April, as we have just launched the industry's first nationwide awareness and education campaign called VApril, which at the time of writing has been a phenomenal success.



With TV doctor Dr Christian Jessen at the helm of the initiative, supporting our cause to encourage more of the UK's 7.6m smokers to make the transition to vaping, it has generated huge awareness and engagement amongst the general public.

If the UKVIA is anything to go by we have the perfect platform for growth. Membership is growing exponentially with retailers, manufacturers, compliance experts and ancillary service providers all joining the ranks of the membership base over the last six months.

We are only a year and a half old and we are already the biggest trade body of our kind, representing the largest chunk of our fast growing market. Our members are also expanding their retail portfolios and investing significantly in manufacturing bases, reflecting the huge opportunities in the industry.

Despite this positive environment, we have to be mindful of a number of existing, emerging and potential future issues – from short-fills to taxation on e-cigarettes; from continued restrictions on our capability to promote the health benefits of vaping versus smoking to ensuring the industry is not compromised by the poor standards of others; from a lack of understanding of vaping amongst consumers and the media to the call for more evidence to back up the health case for e-cigarettes.

However, there is no doubt these are hugely exciting times for our sector and we would like to thank all our supporters, who are listed in this programme, who have made this event possible.

Like our industry we want to grow this event in years to come so it becomes a main fixture on the global vaping calendar. Enjoy the day."

John Dunne
Director
UK Vaping Industry Association



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A message from our headline sponsor

"We are delighted to be the headline sponsor at today's inaugural UKVIA Vaping Industry Forum. We have recently become members of the trade association, which has seen significant growth since its inception just 18 months ago, a clear indication that as an industry we have much to get excited about in the future.

It's certainly exciting times for our business and we are using today's event to launch what we believe to be the smartest vaping product in the world. We also are extremely confident that it will set new standards for the industry with its focus on responsible vaping. That's enough of a sneak preview and we will be telling you more about our groundbreaking development later when we unveil it for the first time, live here at the UKVIA Vaping Industry Forum.

Today's theme, Going for Growth, couldn't be more appropriate. Whilst vaping has enjoyed a meteoric rise, it still has huge potential to grow further and I believe the sector will go down as one of the biggest disruptors of the 21st century in moving us towards a smokefree society. Whoever would have thought just a decade ago that smoking could cease to exist one day?

However, as the UKVIA's genius nationwide campaign VApril has highlighted, we need to continue to up the ante on educating consumers about vaping – in particular that it is significantly less expensive than smoking, poses a small fraction of the risk than conventional cigarettes and is now seen as one of the best ways to quit smoking. A more knowledgeable consumer base in turn will be key to generating public pressure on government to allow wider promotion of the health case for vaping. This will be key to unlocking the market potential represented by the 7.6m people who still smoke in the UK, 40% of whom have not even considered vaping.

I am looking forward to hearing all the sessions today as all the topics on the agenda represent opportunities and challenges that are key to the future growth of our industry. We hope you find it an informative and productive day."



Clive Millington
Chief Executive, AYR
Headline sponsor

Join the UK's largest trade body in the vaping sector

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The UKVIA is the biggest trade body by market share representing the fast growing vaping industry.

Benefit from:

- Networking with other members representing the vaping sector supply chain including retailers, manufacturers, wholesalers and compliance experts
- Influencing government on issues affecting the sector
- Being part of national campaigns led by UKVIA including VApril, the consumer education and awareness initiative
- High profile exposure in the national media
- The credibility of being associated with the leading trade body for the sector
- Access to ancillary service providers who are supplier or associate members of the UKVIA
- Industry insights and market research undertaken by the UKVIA and its members
- Discounted tickets to the UKVIA's annual Vaping Industry Forum



To learn more about the membership options call Laurie or Clare at the UKVIA on 0203 267 0074 or visit www.ukvia.co.uk

Agenda

8.30am

Registration and networking

9.00am-9.10am

Opening remarks: Forum Chair and headline sponsor

The opening remarks will set the scene for the opportunity that lies ahead for the industry by providing an overview of recent developments.

Christopher Snowdon, Institute of Economic Affairs



Christopher is an author, journalist and the Head of Lifestyle Economics at the Institute of Economic Affairs. Describing himself as “not that keen on the nanny state”, he is a vocal supporter of vaping and the vaping industry, and has written widely on prohibition and government intervention into matters of public health.

Forum chair and headline sponsor

Clarence Mitchell, UKVIA Secretariat

Clive Millington, Chief Executive, AYR

9.10am-9.20am

Keynote speaker: Vaping's time has come

With the recent publication of Public Health England’s evidence review into e-cigarettes reinforcing that vaping poses a small fraction of the risk of smoking and revealing that it could be contributing to at least 20,000 successful new quits per year and possibly many more, has the industry’s time truly come?

Clive Bates, Independent Consultant

A leading public health consultant, Clive was previously a Senior Adviser and Deputy Director for the Prime Minister’s strategy unit where he was responsible for strategy projects relating to NHS primary care. He was also formerly Director of Action on Smoking and Health, one of the best known public health campaigning organisations.

Speaker

Mark Pawsey MP,

Chair of the All Party Parliamentary Group for E-Cigarettes



Mark Pawsey has been the Member of Parliament for Rugby since 2010. In addition to sitting on the Business, Energy and Industrial Strategy Committee, Mark founded the All Party Parliamentary Group for E-Cigarettes in 2014 to provide a platform for parliamentarians to learn more about vaping and its potential benefits to the nation’s public health.

9.20am-10.20am

Panel debate: A policy and regulatory landscape for growth

If Public Health England is allowed to communicate the public health benefits of vape products, why isn’t the vaping industry? What should a post-Brexit regulatory framework look like? How do we ensure that the regulatory ‘rogues’ don’t get off lightly and what do we do with regards the issue of short fills? And why vaping mustn’t be seen as the next tax cash cow by the Government? These will be some of the key policy and regulatory questions that will be discussed during this session.

Lizi Jenkins, Head of Regulatory Affairs, BSMW Ltd



Lizi is Head of Regulatory Affairs at BSMW Ltd, parent company of Blend and Bottle, one of the largest e-liquid manufacturers in the UK. She is responsible for ensuring that all the company’s products are compliant with TPD.

Andrew Allison, The Freedom Association

Andrew Allison is the Head of Campaigns for The Freedom Association, who in August 2016 launched their ‘Freedom to Vape’ Campaign, in which they aim to challenge the Tobacco Products Directive, raise awareness of the differences between vaping and smoking and encourage businesses to welcome vapers.

10.20am-10.40am

Coffee and networking

10.40am-11.25am

What is the future of vaping in the grocery sector?

How does the grocery sector view vaping given the rise of specialist vaping stores throughout the UK and what are their future plans for the category? – this panel discussion will feature representatives from the retail sector.

Chair

Tim Phillips, Managing Director, ECigIntelligence



Tim Phillips is the founder and managing director of ECigIntelligence, an independent resource tracking regulatory change and market intelligence for the global vaping industry. Tim is a UK-qualified attorney, having worked at the European Commission, BSkyB and Herbert Smith (an international law firm), AOL Europe, as director of public affairs at Betfair and as a partner in a New York VC-funded start-up in the diamond sector.

Panelists

Peter Alcock, Enforcement Officer in Regulatory Delivery, Department for Business, Energy and Industrial Strategy

Peter Alcock is an Enforcement Officer for The Office for Product Safety and Standards, created in January 2018 by the Department for Business, Energy and Industrial Strategy, to enhance protection for consumers and the environment. Peter works on the implementation of the EU Directive on the Restriction of Hazardous Substances within Electrical and Electronic Equipment (RoHS).



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Full service offering – including testing, toxicology assessments, material safety data sheet (MSDS) compilation and notification to all EU countries under the TPD.

*Correct at time of writing but probably much larger now.

Panellists

Edward Woodall, Head of Policy and Public Affairs, Association of Convenience Stores

Edward is responsible for engagement across Westminster and Whitehall with civil servants, parliamentarians and external stakeholders at the Association, which acts as the voice for over 33,500 local shops across the country.

Darren Massey, UK National Field Sales Manager, Ritchy EU

Darren Massey has spent over ten years building and growing multiple brands within some of the UK's most regulated markets. In his current role of UK National Field Sales Manager for Ritchy EU, he is a strong advocate for innovation and NPD. He involves his field team in every aspect of market intelligence and analysis with the customer at the forefront of everything they do. His professional interests focus on a model called Train, Maintain and Educate and his current projects include growing Aramax e-liquids within the convenience market, aiming to pioneer the change in consumers current buying habits in vape related matters.

Josh Clifton, E-Cig Client Development Lead, HIM Shopper research consultancy



Josh is the lead on the e-cigarettes category at HIM, shopper experts and consultants. At HIM he helps support major FMCG brands in driving growth within the convenience channel.

He was previously a food buyer at WHSmith Travel and has also worked for Kantar Worldpanel, a global expert

in shoppers' behaviour and Mealtrak, the market research and public opinion polling specialists in the food and drink sector.

Atul Sodha, Store owner, Londis

Atul, a progressive independent retailer, owns a Londis store in North-West London and has been trading since 1989. He grew up in family stores throughout his youth and has evolved from a CTN operator to Convenience Symbol operator as he feels it gives him control over his store. Atul embraces supplier collaboration and category management whilst always thinking about how to add personal touches for his customers.

11.25am-12.10pm

Vaping around the world - an international perspective

What's happening in the vaping industry around the globe, what are the opportunities and challenges, and how can the UK learn from experiences in other countries?

Andrej Kuttruf, Founder & Chief Executive, Evapo

Andrej is founder and CEO of Evapo which he has built within four years into a group of companies with revenues of £10 million plus, encompassing retailing, distribution, manufacturing and analytical laboratories. Evapo has 38 stores in the UK & Germany and is the Google number one listed distributor in Germany.

Maggie Gowen, Executive Director, Global Vaping Standards Association

In 2017, Maggie was instrumental in the launch of the Global Vaping Standards Association (GVSA) and currently oversees advocacy, US regulatory affairs, membership, operations and communications efforts.

Prior to launching GVSA, Maggie spent five years building the AVAIL Vapor brand and communications' platform which has become the largest wholly-owned retailer in the United States. Maggie has over 25 years of marketing and communications expertise building international brands. She also serves on the board of the Virginia Smoke Free Association.

Lucy C. Cronin, Vape Business Ireland

Lucy is the Managing Partner of the Irish operation of Instinctif Partners Dublin office and has over 20 years' experience in running public affairs campaigns at EU and national level. She has particular expertise in campaigns for highly regulated sectors and integral knowledge of TPDII and vaping products, having guided various e-cigarette and tobacco companies through TPDII campaigns. Her team manages Vape Business Ireland, the country's largest vaping trade association and runs the Irish Interest Group for CEN Technical Committee 437 'Electronic cigarettes and e-liquids'.

Judy Gibson, Chief Executive Officer, The International Network of Nicotine Consumer Organisations (INNCO)

Judy is Chief Executive of INNCO, a Civil Society organisation currently representing 32 consumer advocate organisations in 28 countries in five continents. Its mission is to reduce the harm posed by combustible and toxic oral forms of tobacco by monitoring, supporting and promoting the rights and needs of the population to reduce their health risk by choosing significantly safer forms of nicotine use. Judy successfully switched to vaping to become an ex-smoker in 2015.

12.10pm-12.45pm

Breaking the habit: What's needed to encourage smokers to make the switch to vaping

According to the recent review by Public Health England into e-cigarettes, 40% of smokers had never tried vaping. Leading market research company, Consumer Intelligence, will reveal the findings of a UKVIA commissioned study on how smokers feel they can be best encouraged to make the switch over to vaping.

This session will look at how the insurance sector is responding to the fact that vaping is now seen as posing a small fraction of the risk of smoking.

Speakers

Ian Hughes, Chief Executive, Consumer Intelligence

Ian has made it his life's work to help companies understand how to improve their world by helping them better understand their customers. In 2003 he launched market and consumer benchmarking specialist, Consumer Intelligence who now operate in nine countries globally.

A graduate of Harvard Business School, Ian is a Fellow of the Institute of Direct Marketing.

Andrew Wibberley, protection insurance consultant

Andrew was previously Head of Underwriting for the UK and Ireland at Swiss Re, who work with most insurers in the UK market, and chaired the 2014 Association of British Insurers (ABI) Statement of Best Practice on Critical Illness. As a consultant he has worked with companies who have adopted different approaches for insuring the lives of e-cigarette users and worked on the Institute and Faculty of Actuaries working party on e-cigarettes from 2016-18.



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12.45pm-1.45pm

Lunch and networking

1.45pm-2.45pm

Tomorrow's World: Next generation vaping innovations to watch out for

The MHRA has received tens of thousands of product notifications over the last year making the vaping sector one of the most innovative in British industry. In the last 10 years vaping has evolved rapidly from first generation cigalikes, designed to appeal to smokers, to third generation mods which enable vapers to self-assemble with a range of flavoured e-liquids, tanks and atomisers. This session will look at new innovations which will support future growth in the next ten years, including next generation vaping products and in store developments in the vaping category.

Speakers

John Dunne, Managing Director, E-Liquid Brands

John Dunne was recently appointed as Managing Director of E-Liquid Brands, a manufacturer and distributor of premium UK and US e-liquids whose brands include Ohmbrew, DripWich, Squeezee, Snodrone and Wanderlust.

John has a strong background and reputation in the European e-cigarette industry having held senior executive positions in some of Europe's biggest companies, and advises many leading industry analysts, financial institutions and media organisations looking at the vaping category.

Martin Miller, Sales Director, AYR



Martin is Sales Director at AYR with more than 15 years' experience in the consumer goods industry. He has been involved in the category for six years with the majority of that time spent at Nicoventures. He was instrumental in developing route-to-market for VOKE, the world's first nicotine inhaler device which

was licensed by the MHRA. He also developed the Category and Shopper Marketing approach for VYPE and was a core member of the UK commercial team that successfully launched the product in the pharmacy and grocery multiples channel. Martin has also held a number of sales and marketing positions in blue-chips including JTI, ABF, Unilever and ABInBev (USA).

Clive Millington, Chief Executive, AYR

Clive is the CEO at AYR with more than 25 years' experience building successful technology companies at the forefront of innovation. He was former COO at TomTom, instrumental in scaling their SATNAV business from 200m to 1.4bn euros in five years. He is new to the vaping industry but is looking at packaging e-cigarette technology in ways that achieve higher levels of reliability, ease of use and information for people trying to quit tobacco smoking & start vaping.

Danny Sohota, Real Trading Ltd

Danny Sohota is Managing Director at Real Trading Ltd, a specialist distributor of e-cigarettes, e-liquids and accessories. Working with multiple brands such as E-Lites, Liqua Lites and Blu, Real Trading is developing the e-cigarette category to suit retailers' differing needs and customer base.

2.45pm-3.00pm

Coffee and networking

3.00pm-4.00pm

Panel debate: The role of the tobacco and pharmaceutical industries in the future of vaping

Big tobacco and the pharmaceutical industries are essentially disrupting their own marketplaces by investing significantly in vaping – so why is this an all win for tobacco and pharmaceutical companies, the vaping industry and the health of the nation?

Chair

Gareth Johnson MP, Parliamentary Private Secretary to the Secretary of State for Exiting the European Union



Gareth Johnson has been the Member of Parliament for Dartford since 2010. He is a Vice-Chair of the All Party Parliamentary Group for E-cigarettes, and led a debate on vaping in Westminster Hall in November last year.

Panellists

Dr Ian Jones, Vice-President of Reduced-Risk Products, JTI



Ian joined JTI in 2006 from the University of Bath, where he was a lecturer in developmental neuroscience in the department of biology and biochemistry. Prior to this, he held postdoctoral research positions at the universities of Bath, Oxford and London, specialising in the anatomical neuropharmacology of nicotinic acetylcholine receptors. Ian holds a doctorate in cell physiology, completed at Imperial College London (1995).

Germana Barba, Vice President Regulatory Strategy & Engagement, Philip Morris International (PMI)



Previously at PMI, she held various positions in the areas of regulatory, government and EU affairs in various countries.

Germana has been involved in a number of legislative and regulatory dossiers at national and international level, including the EU Tobacco Products Directive.

In her current position, she is responsible for regulatory and government affairs for PMI's reduced-risk products and conventional tobacco products.

Doug Mutter, Manufacturing and Compliance Director, Vaporized

Doug has a detailed understanding and experience of business operations at a strategic senior level with over 15 years' experience within FMCG, retail, manufacturing and technology industries applying sound commercial skills to diverse business challenges across the UK, Europe, USA and China.

He is Manufacturing and Compliance Director at Vaporized, the UK's largest vape retail chain with 100 plus stores and a major manufacturer of e-liquids.

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Duncan Cunningham, Corporate & Legal Affairs UK & Ireland, Imperial Brands

In his role Duncan oversees the government affairs, communications and legal aspects of the company's next generation, as well as its traditional tobacco, portfolio. Prior to this, Duncan led the government affairs work of Lockheed Martin in the UK across Westminster & Whitehall and developed its exports campaigns to the Middle East.

Ben Wilson, Managing Director, BSMW Ltd

When Ben started the business in 2010, it quickly became clear to him that whilst the industry was in its infancy, it would become a market sector that strived for high quality and exceptional standards. Working on this basis and the idea of switching the 7 million existing smokers to vaping, he has endeavoured to lead the market with the backing of its pharmaceutical company, STADA, to drive the business to success in every division.

Will Hill, Head of Legal and External Affairs, BAT UK & Ireland

Will is a Board Director for British American Tobacco UK & Ireland Ltd with responsibility for all e-cigarette and traditional tobacco product related government communications, media relations and stakeholder engagement.

Will is also the main spokesperson for media and Government engagement on behalf of the company, articulating the company's views on a range of e-cigarette and tobacco related business and regulatory topics.

4.00pm-4.30pm

Taking global leadership on standards

The UK has the opportunity to seize global leadership in the vaping market through setting the bar for standards. So how can it best achieve this opportunity?

Speakers

Craig Copland, E-Cigarette Unit Manager, MHRA



Craig is the recently appointed E-Cigarette Unit Manager at the Medicines and Healthcare Products Regulatory Agency (MHRA). The MHRA regulates medicines, medical devices and blood components for transfusion in the UK. It is an executive agency, sponsored by the Department of Health and Social Care.

Prior to the MHRA, Craig has worked with e-cigarette businesses to provide advice for retailers and importers.

Dr Sudhanshu Patwardhan, Chief Scientific Officer, BAT



Dr Sudhanshu Patwardhan is a medical doctor and an MBA with nearly two decades of international experience in biomedical research and regulatory strategy in the pharmaceutical and tobacco industries. He has been with the British American Tobacco Group for the past thirteen years, focusing on tobacco harm reduction science, policy and regulation.

He strongly believes that globally accepted quality and safety standards for smoke free products are key to assuring regulators and also inspiring consumer confidence to switch out of smoking.

Following his work in the BSI steering group to create the world's first quality and safety specifications for vapour products, he is now a Co-convenor at the European CEN working group on definitions and terminology related to vapour products.

4.30pm-5.15pm

Panel debate

Bolstering public health evidence - just what the Dr prescribed

Leading healthcare charities, public health professionals and government departments have all extolled the virtues of vaping through their own research and evidence gathered. Whilst there is mounting evidence of the public health benefits for vaping, what more can be done on the research side to give peace of mind to the doubters?

Chair

Rt Hon Norman Lamb MP, Chair of the Science and Technology Select Committee



Norman Lamb, MP, was former Minister of State for Care and Support at the Department of Health. He was elected as Chair of the Science and Technology Select Committee in July 2017.

He is leading an inquiry into e-cigarettes which will look at their effectiveness as a smoking cessation tool and the impact of their growing use on the health of the nation.

Panellists

Dr Lynne Dawkins, Associate Professor of Psychology, London South Bank University

Lynne Dawkins specialises in addictions and has worked with smokers for over 20 years. She is now one of the UK's leading authorities on e-cigarettes, and recently co-authored 'Changing behaviour' – a British Psychological Society paper endorsing e-cigarettes as a smoking cessation tool.

Sarah Jakes, Secretary, New Nicotine Alliance

Sarah Jakes is the Secretary of the New Nicotine Alliance, an independent group developed by individuals to contribute to the development of tobacco harm reduction and achieve an effective regulatory environment for nicotine delivery devices.

Professor Gerry Stimson, Emeritus Professor, Imperial College

Professor Gerry Stimson is a public health social scientist, with over 40 years' experience of research and advocacy. He was a member of the UK National Institute for Health and Clinical Excellence guidelines group on tobacco harm reduction, and is a member of the British Standards Institute working group on e-cigarette standards.

5.15pm

Closing remarks

5.30pm-7.30pm

Drinks reception and networking

Thank you to our sponsors

The UK Vaping Industry Association would like to say a big thank you to all of its sponsors and partners. They include:

Headline sponsor



AYR is a London based technology company on a mission to eradicate smoking by giving people the smartest way to quit. AYR was born to revolutionise the tobacco industry and give millions of smokers an intelligent alternative. For the last four years, AYR's team of designers and technologists have pushed the boundaries of what is technologically possible to create an experience that overcomes key barriers to quitting. An experience that is beautiful, effortless and for the first time, intelligent. With over 100 patents for innovation, AYR marks a turning point for smokers everywhere. From how it looks, to how it performs and informs, AYR is smart in every way. Which is why we are proud to be introducing it to you at this year's UKVIA Vaping Industry Forum.

Drinks reception sponsor



The Logic range from JTI contains a variety of devices, whatever your vaping needs. Capsule vaping, open tanks, e-cigarettes - we've got you and the over two million adult vapers in the UK covered¹. We also use pharmaceutical grade nicotine in our European made e-liquids for quality you can trust.

Logic PRO is our vaporiser with exclusive integrated capsules, and the No.1 Capsule Vaping device in the UK². There's no need to empty your e-liquid capsule - just pop in one of Logic PRO's vacuum sealed capsules and you're good to go. We recently received the '2018 Product of the Year' award for Logic PRO - voted for by over 10,000 UK consumers³.

Also check out our newest device, Logic LQD, an open tank device with variable voltage control. Logic LQD e-liquids come in a wide variety of UK-made flavours in our specially designed bottles for precise delivery.

¹ KTNS Omnibus MAT Q4 2017. ² Nielsen Scan Track Q4 2017 Unit Sales. Traditional Retail (KMGs, Convenience, Independents & Symbols). ³ Survey of 10,637 people by Kantar TNS

Lunch sponsor



Philip Morris Limited (PML) is Philip Morris International's affiliate in the United Kingdom and Ireland. The company's goal is to ultimately replace cigarettes with smoke-free products. To achieve this PMI are developing and commercialising a portfolio of smoke-free products that deliver nicotine without the harmful smoke of cigarettes. PML offers two product platforms, e-cigarettes and a new product which electronically heats tobacco to produce a vapour.

PML has fully integrated their cigarette, heated tobacco, and e-cigarette businesses to improve availability and boost adoption of their brands, including their e-cigarettes Vivid and Nicocig. Trials of a new e-cigarette product that includes MESH technology have been positive.

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Since 2009, blu™ e-vapour products have offered consumers next-generation vaping experiences. We continue to invest heavily in both new product development and consumer education as this dynamic, ever-expanding movement becomes less of a category, and more of a way of life.

blu devices come in rechargeable, refillable and capsule-based kits. Refills and e-liquids are available with or without nicotine, and in a wide variety of innovative, delicious flavours – from traditional Tobacco through to crisp Green Apple, sweet Cherry Crush, decadent Bourbon Caramel and stimulating Café Latte.

We have recently expanded our portfolio of devices with the launch of myblu. This powerful 'pod mod' system allows vapers to switch between 12 enticing flavours in seconds, and combines the performance demanded by experienced vapers with the ease-of-use appreciated by new entrants to the category.

Finally, watch out for our new open system – blu Ace – coming soon!

Support sponsor



ECigIntelligence is the leading provider of detailed global market and regulatory analysis, legal tracking, and quantitative data for the e-cig, heated tobacco and combustible-alternatives markets. It provides essential strategic insights to drive business and navigate the complex market and regulatory landscape for this sector. It has a worldwide network of researchers with over 25 permanent analysts based in its main office in Barcelona, Spain, in London, UK and in New York and Washington, DC, USA. Subscribers benefit from a one-stop solution offering access to the most comprehensive, accurate and reliable market and regulatory intelligence available. Through evaluation of the impact of market and regulatory changes in this fast-moving sector, it provides invaluable knowledge and actionable insights on market trends, key players, regulatory requirements and industry dynamics.

Media partner



Now in its 4th year of production, Vapour Magazine continues to grow and reach a dedicated audience throughout the UK and overseas. Vapour Magazine, a B2B title that is published on a quarterly basis, is the UK's longest running professional vaping magazine which represents an ever growing and diverse industry. We include interviews, product reviews, features, news and an array of stimulant content that keep readers in touch with any important changes that simply need to be broadcasted.

What a VApril

The Vaping Industry Forum is being held during VApril, the sector's first ever nationwide awareness and education campaign. And what a VApril it's been so far.

The aptly branded month, the brainchild of the UKVIA, was officially launched by TV doctor, Dr Christian Jessen and Mark Pawsey, MP, the Chair of the All Party Parliamentary Group for E-Cigarettes outside the Houses of Parliament. The unveiling of the campaign also provided the launchpad for parliamentarians to call for vaping in the Houses of Parliament.

In a live media interview with BBC 2's Daily Politics Show Dr Christian also challenged Nigel Farage, who was guest in the studio, to give up smoking for vaping and take the VApril challenge.

Thousands of people have been engaging with the campaign on social media with vapers telling their personal stories on how it has helped them kick their smoking habit. There has been support from the wider vaping industry, trade bodies around the world, local authorities and the public health community. There has also already been strong media pick up around the country.

Members of the UKVIA have been equipped with VApril branded posters, flyers and a special education style leaflet to take the campaign's message to the nation. Videos have also been produced and shared across social media telling the stories of vapers and the positive impact on their lives from successfully quitting smoking.

A dedicated website www.vapril.org has been created to provide information on VApril activities and how people can get involved. It also includes a number of public health FAQs and vaping facts so that anyone interested in making the switch can make informed decisions. A significant number of people have used the website to sign up to the VApril masterclasses being held across the UK which have been designed to provide an introduction to the range of devices on the market and expert advice on ideal starter products based on smoking habits.

As part of the Vaping Industry Forum session on *Breaking the habit: what's needed to encourage smokers to make the switch to vaping*, there will be an update on the impact of the VApril campaign.



Dr Christian Jessen at the launch of VApril



About the UKVIA

The UK Vaping Industry Association was formed in 2016 and has quickly established itself as the leading trade association for the vaping industry, supporting, developing and promoting one of the fastest growing FMCG sectors in the UK.

The UKVIA which has doubled in size in the last 12 months represents the largest market share of the circa £1bn UK industry, including manufacturers, retailers, wholesalers, distributors and compliance specialists. Its membership comprises some of the most entrepreneurial independent businesses in the vaping sector as well as the tobacco and pharmaceutical companies who are significantly investing in the industry. It also includes a range of ancillary service providers, from packaging to insurance.

The UKVIA is focussed on the following key areas to achieve its vision of "a world where the evidence-based life changing public health benefits of vaping are fully understood and the positive impact maximised."

- Establishing the utmost confidence in vaping products through scientific and non-clinical research that reinforces the public health case for vaping;
- Campaigning for regulation which is in the health and safety interests of consumers and is fair to the vaping industry;
- Raising awareness of vaping amongst consumers and educating them about the products on the market;
- Setting the highest levels of quality standards in the industry covering manufacture, ingredients and electronic functioning of products;
- Promoting and supporting the growth of the industry and its contribution to the UK economy.

The UKVIA also acts as the secretariat to the All Party Parliamentary Group for E-Cigarettes.



For more information on the UKVIA including its activities and membership packages, please visit www.ukvia.co.uk or call Laurie Jacobs/Clare Ambrosino on 0203 267 0074.



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