

**The Forum**  
Seizing the public health prize

UKVIA

9<sup>th</sup> May 2019

No. 4 Hamilton Place, London



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# Foreword / John Dunne

Director of the UK Vaping Industry Association

## Welcome to this year's Forum!

It seems like only yesterday that we were here in the capital and 'Going for Growth'. It was an honour to welcome so many guests and industry leaders. I'm pleased that so many will be with us again, among the new faces and friends.

This year we have a bigger mission for a bigger prize. Every smoker in the UK needs to hear our message more urgently than ever; in 2017, a shocking 26% of people thought vaping was as harmful, or more harmful, than smoking.

We can't allow this state of affairs to persist. That is why, here today, the sector's leading lights have gathered with experts and Parliamentarians for our 2019 Forum. This year we look at the big issue: "Seizing the Vaping Public Health Prize".

We're delighted that TV's Dr Christian Jessen is with us. Our second annual VApril campaign, which he helped us launch just last month, was a big success. We're proud to have him on board here today. Dr Christian isn't afraid to ask the tough questions and that is just what this year's forum is for. Today, we need to hear from you on the big issues:

What action should the industry take in the face of allegations that vaping appeals to young people? It is an issue we can't shy away from. The biggest opportunity we have is to show how mature the sector has become and that we can be relied upon as genuine public health partners. That's why our new, industry-leading code of conduct holds our members to such high standards of best practise.

Does the media have a responsible role when reporting on the public health impact of e-cigarettes? We all know that myths and scare-stories continue to plague the industry. However, the media will be vital partners if we are to ensure that the right view of the sector is portrayed. Last month's VApril 2019, in partnership with our friends at the New Nicotine Alliance, demonstrates just how positive our message can be.

Where next for vaping regulation? The hallmark of a reputable and thriving industry is an appropriate legislative landscape. We'll be welcoming Parliamentarians and thought-leaders to discuss the journey the sector has ahead.

Of course, today would be nothing without our fantastic delegates and partners. We're lucky to receive such vibrant and informed input from this industry, so this year we have a special treat for those joining us. I hope you'll join me and the whole team for our 'Celebration of Vaping', after our forum today. We need no excuse to celebrate this fantastic industry and we hope you don't either!

Today is all about an industry with massive potential, which could be on the brink of a public health revolution. It's about an industry built on cutting edge technology and good, old-fashioned customer satisfaction. It's about an industry that thrives in 2019 and will only be stronger in the future.

**We can't wait for that future. See you there.**



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There's no room for complacency in this vibrant, innovative sector and we strive to improve every day. In both retail and wholesale it is vital that we have our finger on the pulse of the industry, to plan for any obstacles and to seize any opportunities. That is exactly why we're here today.

It was one year ago that we attended our first UKVIA event: the 2018 Forum. It was the perfect place to share our passion for what we do. Just 12 months later and we have the pleasure of sponsoring the event! It has been quite the year.

Perhaps more than anything else, we were pleased to meet so many like-minded people from every part of the sector at last year's forum. People who share our commitment to excellence. People always looking to the future. That's why we believe that the UKVIA is the right association for us, and this entire industry.

With all the organic innovation this space is blessed with, and a strong association making our case to politicians, press and public, there's no limit to what we can achieve.

So, what next? Well, like many of you, we see huge potential in seizing vaping's public health prize. We don't just provide this country's consumers with products they enjoy, we give them a less-harmful alternative to smoking. If we continue proving ourselves as a serious, responsible public health partner, the benefits for everyone will be remarkable.

Let's share our challenges, multiply our successes and keep getting the message out where it is needed. Have a great Forum!



# UKVIA Forum / Agenda

Time	Description
08.45 - 09.00	Conference opening
09.00 - 10.00 / <b>Panel 01</b>	<b>Where next for vaping regulation?</b> If and when Brexit happens, is this a big opportunity for the vaping industry to secure the regulatory framework its public health potential deserves? Our panel will discuss this issue alongside some of the other key policy and regulatory questions facing the sector.
10.00 - 11.00 / <b>Panel 02</b>	<b>How can the retail sector help deliver vaping's public health potential?</b> Vapers have access to vaping in more places than ever before. Our panel will consider what the future of vape retail looks like in supermarkets, specialist shops, convenience stores and how the sector will evolve in these spaces.
11.00 - 11.30	Coffee break
11.30 - 12.15 / <b>Panel 03</b>	<b>Freedom to vape: has the UK become vape unfriendly?</b> The panel will explore the issues around vaping in public places, including concerns around so-called 'passive vaping' and how workplace policy should address vaping.
12.15 - 13.00 / <b>Panel 04</b>	<b>The Vapreneurs</b> Our speakers will examine how entrepreneurial start-ups have driven growth in the vaping industry and where are the future areas of significant growth and investment.
13.00 - 14.00	Lunch
14.00 - 14.30	<b>Keynote Speech / Dr Christian Jessen</b>
14.30 - 15.15 / <b>Panel 05</b>	<b>How can the vaping industry support the smoking cessation efforts of struggling public local stop smoking services?</b> The panel will discuss whether stop smoking services are vape friendly, where the industry and local services work effectively together and how funding offered by the industry can support local authorities.
15.15 - 16.00 / <b>Panel 06</b>	<b>Does CBD contribute to vaping's public health potential?</b> The CBD market is flourishing, and consumers are increasingly taking advantage of new and innovative products in the sector. Of particular interest is the CBD vape market; a category with a loyal following and increasing visibility. If we are to seize vaping's public health prize, where does CBD fit in the future of our industry?
16.00 - 17.00 / <b>Panel 07</b>	<b>Does vaping have a young people problem?</b> Despite evidence showing the vaping uptake has not increased amongst young people in the UK, media headlines suggesting a different picture persist. Our panel will discuss whether this presents a problem for the industry, what we can learn from the US on this issue and crucially what more the industry can do to prevent young people obtaining and being attracted to vaping products.

# UKVIA Forum2019

**Celebrate with us after the conference finishes**

This year the UKVIA will be hosting the Celebration of Vaping: an industry party where delegates will meet and connect all evening long.

You will join experts and market leaders in exclusive, relaxed surroundings. Enjoy the views of London's beautiful Hyde Park from our heated terrace.

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# Panel 01 / Where next for vaping regulation?

If and when Brexit happens, is this a big opportunity for the vaping industry to secure the regulatory framework its public health potential deserves? Our panel will discuss this issue alongside some of the other key policy and regulatory questions facing the sector.



**Chair / Damien Bove / Adact Medical**

Damien, Chief Executive and founder of Adact International, has spent 18 years working in medical regulation including vaping. Adact Medical is the largest vaping compliance agency in Europe, having notified over 42% of all UK brands, in addition to significant EU and USA Businesses.



**Panellist / 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.



**Panellist / Dan Marchant / Vape Club**

Dan joined the vaping industry at the start of 2013 and quickly became a passionate advocate for vaping and the public health benefits it offers. He has spoken at many conferences and political engagements and was part of the select committee consulted by the MHRA prior to the implementation of the TPD. He is a founding member of the UKVIA and sits on the board, as well as the Standards and Membership Committees. *inveleceprem dolupti umenis que videm qui nullaut ex eium nihicat emquis as*



**Panellist / Daniel Pryor / Adam Smith Institute**

Daniel is Head of Programmes at the Adam Smith Institute. He conducts original policy research and has written for outlets such as The Telegraph, The Guardian, The Times and CityMetric. He has made appearances on Sky News, BBC News, LBC, TalkRadio, and BBC Radio 4. He is also the author of the ASI's 2018 report, "1 Million Years of Life", which examines how reforming the UK's approach to reduced-risk nicotine products like e-cigarettes can save lives.

# Panel 02 / How can the retail sector help deliver vaping's public health potential?

Vapers have access to vaping in more places than ever before. In conversation, the speakers will discuss what the future of vape retail looks like in supermarkets, specialist shops, convenience stores and how the sector will evolve in these spaces.



**Chair / John Dunne / E-Liquid Brands**

John Dunne was appointed as Managing Director of E-Liquid Brands, a manufacturer and distributor of premium UK and US e-liquids. John has a strong background and reputation in the European vaping 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.



**Speaker / John Lee / Scottish Grocers Federation**

John has over 10 years of experience leading on work with the Scottish Government, the Scottish Parliament and other key policy leads on SGF's external communications and media relation work. He currently holds the position as Head of Public Affairs at the Scottish Grocers Federation.



**Speaker / Josh Clifton**

Josh is the lead on the vaping category at HIM; shopper experts and consultants. He was previously a buyer at WHSmith 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.

# Panel 03 / Freedom to vape: Has the UK become vape unfriendly?

The panel will explore the issues around vaping in public places, including concerns around so-called 'passive vaping' and how workplace policy should address vaping.



## Chair / Mark Pawsey / MP

Mark 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 Vaping in 2010 to provide a platform for parliamentarians to learn more about vaping and its potential benefits to the nation's public health.



## Panellist / Andy Tighe / British Beer and Pub Association

Andy Tighe has over 20 years of experience in the Beer and Pub industry having worked for the Beer and Pub Association since 1998. He was made Policy Director of the group in 2012. Andy's roles within the Association include beer and pub policy matters, Brexit dealings and industry research.



## Panellist / John Palmer / The Advisory, Conciliation and Arbitration Service

John Palmer is the senior editor at Acas. He has worked with a wide range of employers, government policy advisers, legal professionals, health professionals and other stakeholders to provide extensive guidance on a wide range of employment advice. He has worked for Acas over 14 years which saw developments like the 2007 ban on smoking in enclosed workplaces and the increased uptake in the use of vaping products.



## Panellist / 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.



## Panellist / Martin Cullip / New Nicotine Alliance

Martin is a transport company director who uses vaping devices and has seen positives from his staff members quitting or reducing their smoking through vaping. He is an adviser to the Freedom Association's Freedom to Vape campaign. Martin holds a keen interest in the rapidly-evolving nicotine market and the politics surrounding it, and has taken part in consumer, industry and political events on the subject.

# Panel 04 / The Vapreneurs

Our speakers will examine how entrepreneurial start-ups have driven growth in the vaping industry and where are the future areas of significant growth and investment.



## **Chair / Ellie Rasmussen**

Founder of the Global Tobacco and Nicotine Forum (GTNF) launched in 2008, Elise is the executive director of the GTNF Trust. The Trust was established in 2019 and embodies the influential Vapor Voice and Tobacco Reporter magazines, as well as the GTNF. Elise is co-founder and chairwoman of Women In Tobacco, an association for women working for or connected with the tobacco and nicotine industries.



## **Panellist / Andrej Kuttruf / Evapo**

Andrej founded retail chain Evapo which has grown to 30 vape stores across the UK and Germany with significant plans to expand its retail footprint. The company has also established a joint venture to create e-liquid manufacturing and testing laboratory in Belfast. Evapo has 46 stores in the UK and Germany and is the Google NR. 1 listed distributor in Germany.



## **Panellist / Ali Mehdizada / Nielsen**

Ali is the vaping category expert and leads the Tobacco and E Cigarette team at Nielsen in the UK. Ali provides category expertise on many different Nielsen data and has come from a sales background with Imperial Tobacco with over 8 years' worth of tobacco and vaping industry experience.



## **Panellist / Pieter Vorster / Credit Suisse**

Pieter Vorster is a Director of Credit Suisse in the Global Markets Division based in London. He is a member of the Consumer Staples research team covering Food, HPC and Tobacco and has analysed the Tobacco sector for more than 20 years.



## **Panellist / Doug Mutter / VPZ**

Doug is Manufacturing and Compliance Director at VPZ, the UK's largest vape retail chain with over 100 stores and a major manufacturer of e-liquids. He has 15 years' experience within FMCG, retail, manufacturing and technology industries. Doug is also a founding member of the UKVIA and sits on the board.

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# Keynote Speech / Dr Christian Jessen

14:00 - 14.30

## The Mistrust in Science

Dr Christian will discuss why we live in such a time of health and privilege that the people who doubt vaping's public health potential feel like they can afford to doubt science. In response to often the misguided headlines in the news around vaping, he will discuss why these doubts arise and how the industry can respond.

As well as being the UKVIA's official VApril Campaign Ambassador, Dr Christian is involved in a number of public campaigns and works closely with various health charities to look for new ways to educate people in health matters.



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# Panel 05 / How can the vaping industry support the smoking cessation efforts of struggling stop smoking services?

Our speakers will discuss whether stop smoking services are vape friendly, where the industry and local services work effectively together and how funding offered by the industry can support local authorities.



## **Chair / Sir Kevin Barron / MP**

Sir Kevin has been the Member of Parliament for Rother Valley since 1983. Currently, Kevin is Chair of the All-Party Group relating to Pharmacy and Vice Chair of the Vaping and Parliamentary Health Groups. Throughout his career Sir Kevin has shown a strong interest in Health and Smoking. In 1993 Sir Kevin masterminded the Private Member Bill which sought to ban the advertising and promotion of tobacco products, and in 1996 he attained the position of Shadow Minister for Public Health.



## **Speaker / Sairah Salim-Sartoni / Juul**

Qualified as a Health Psychologist Sairah started her career in smoking cessation, working for both Wiltshire and Bristol Support to Stop Smoking Services. The results of her community clinic, (80% quit rate) lead to her and her colleague receiving a regional public health award. She was a trustee of the NNA from 2016-2018 and now sits as an associate. As well as being the Head of Switching for Juul, Sairah also has her own switching workplace clinic in Bristol which she has run for nearly 4 years.



## **Speaker / James Dunworth / E-Cigarette Direct**

After co-founding E-Cigarette Direct in 2008, James Dunworth has been involved in the vape industry for over 10 years. He was co-author of the first peer reviewed study into electronic cigarettes, Electronic cigarettes (e-cigarettes) as potential tobacco harm reduction products.

# Panel 06 / Does CBD contribute to vaping's public health potential?

The CBD market is flourishing, and consumers are increasingly taking advantage of new and innovative products in the sector. Of particular interest is the CBD vape market; a category with a loyal following and increasing visibility. If we are to seize vaping's public health prize, where does CBD fit in the future of our industry?



**Chair / Tim Phillips / CBD-Intel**

Tim is the managing director of CBD-Intel, a business intelligence service providing professional, independent market analysis and regulatory tracking for the growing cannabidiol sectors in Europe and Internationally. Tim is also managing director of ECigIntelligence, the leading source of independent data for the e-cigarette and vaping sector globally.



**Panellist / Robert Sidebottom / Eco Vape & Hemp / CBD Media**

Robert is the Managing Director at Eco Vape Ltd. Robert is also a Non-Executive Director for Hemp and CBD Media Ltd; the company behind the hugely successful Hemp and CBD Expo, and Hemp and CBD Magazine.



**Panellist / Antonin Cohen / Harmony**

Antonin is the founder and CEO of Harmony, an international wellness company. Antonin is a long time specialist on hemp, in 2019 Antonin created the first non-profit organization dedicated to cannabis sciences in France (UFCM). He is a regular speaker at international conferences and director of compliance at ACTIVE, the first European trade association for CBD and Terpenes products.



**Panellist / Damien Bove / Adact Medical**

Damien is Chief Executive and founder of Adact International, having also spent 18 years working in medical regulation including electric cigarettes. Adact Medical is the largest electronic cigarettes compliance agency in Europe, having notified over 42% of all UK brands, in addition to significant EU and USA Businesses.

This panel is kindly sponsored  
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**Panellist / Dr Dani Gordon /  
CBD Researcher**

Dani is a world leading specialist in cannabis medicine, having treated thousands of patients. She is a founding member of the UK Medical Cannabis Clinicians Society (MCCS), has trained the UK's first cannabis medicine physicians and helped setup the UK's first medical cannabis clinics.

She was one of the youngest doctors to become American Board Certified in Integrative Medicine (ABIHM) in 2012, now recognised as the newest official US physician sub-speciality (ABOIM).



**Panellist / Robert Jappie /  
Mackrell Turner Garrett**

Robert is Head of Cannabis Law at Mackrell Turner Garrett and launched the UK's first dedicated Cannabis Law department. Robert is counsel to CBD and Medicinal Cannabis businesses in the UK and abroad. Robert is also heavily involved in shaping the UK's cannabis regulatory regime. He has addressed the European Commission's working group on Novel Foods.



**Panellist / Sam Watson /  
Breathe Organics**

Sam is founder and CEO of Breathe International, a company focussed on development and distribution of cannabis products under the brands Dr Watson and Breathe Organics.

He is also co-founder and CEO of Patriot Hemp Corp., a cultivation and extraction business with 4,000 acres of farmland in the USA. Sam's co-founder is Dr Richard Watson, PhD in agriculture and lead scientific researcher at the University of Georgia.

# Panel 07 / Does vaping have a young people problem?

Despite evidence showing the vaping uptake has not increased amongst young people in the UK, media headlines suggesting a different picture persist. Our panel will discuss whether this presents a problem for the industry, what we can learn from the US on this issue and crucially what more the industry can do to prevent young people obtaining and being attracted to vaping products.



**Chair / Chris Snowdon / Institute of Economic Affairs**

Chris Snowdon is the Head of Lifestyle and Economics at the think-tank the Institute of Economic Affairs. He is a renowned author and freelance journalist, specialising in areas such as drinking, smoking and inequality. Some of his publications include 'A thought experiment: what if everyone stopped drinking, smoking and overeating?', and 'The Art of Suppression: Pleasure, Panic and Prohibition since 1800'.



**Panellist / Ed Heaver / Serve Legal**

In 2006, with his business partner Julian Sargeson, Ed launched Serve Legal, an age restricting service, due to difficulties the faced when a local authority decided one of their sites was serving underage people. They undertake 100,000 test visits a year from national retailers to leisure operators and broadcasters. Ed and Julian created a market which they have led for over 10 years, expanding beyond alcohol testing to gambling, tobacco and other age-related sales.



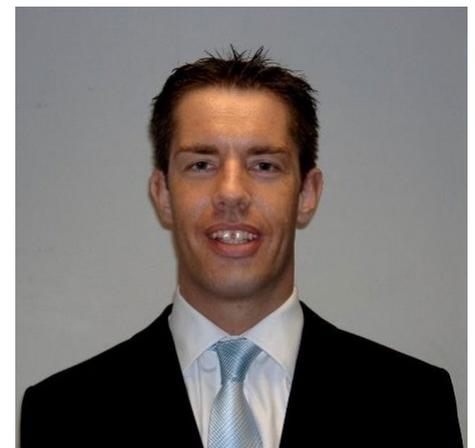
**Panellist / Maggie Gowan / Global Vaping Standards Association**

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, 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.



**Panellist / Jon Ungood-Thomas / Sunday Times**

Jon Ungood-Thomas is the chief reporter of the Sunday Times, covering consumer affairs and investigations. He was in the reporting team which won scoop of the year at the British Press Awards in 2018, for the investigation which led to the resignation of the de facto deputy prime minister Damian Green. Jon has previously worked as a news reporter at the Daily Mirror and the Daily Mail.



**Panellist / Philip LeShirley / Buckinghamshire and Surrey Trading Standards**

Philip is a fully qualified Trading Standards Officer, specialising in all areas of product safety. He develops and maintain Primary Authority Partnerships with businesses for Buckinghamshire and Surrey Trading Standards, winning the 2018 BEIS Primary Authority Leadership Award and nominated for Officer of the Year in 2015.

# UKVIA Code of Conduct

## Full Members of the UKVIA agree to the following principles:

1. To be an advocate of the public health opportunity that vaping presents as a less harmful alternative to smoking.
2. To never sell vaping products to anyone under 18 years old and apply a 'Challenge 25' policy in all retail environments.
3. To ensure all retail staff are fully age aware trained.
4. To ensure robust processes are in place for online sales to prevent sales to anyone under 18 years old.
5. That products, product descriptions and advertising must not be directed at people under 18 years old or designed specifically to appeal to people under 18 years old.
6. That vaping products should only be marketed towards adult smokers, vapers and consumers of other nicotine products.
7. To comply with all legislative and regulatory requirements for the vaping industry.
8. To adhere to fully compliant levels of product quality, manufacturing and safety standards in the industry and strive to improve best practice across the industry.
9. To represent a responsible and professional image for the vaping industry so that regulators, government, public health authorities and consumers have confidence in vaping products.
10. To work with regulatory bodies to stamp out counterfeit and dangerous products and report bad industry practice to the relevant authorities including to the MHRA Yellow Card system where relevant.



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