

# Conference agenda

## Keynote address and panel discussion

**08:00** Exhibitor access

**09:00** Conference registration and networking

**09:45** **Conference opening remarks and welcomes**

- **Mark Pawsey**  
Chair of the All Party Parliamentary Group for Vaping
- **John Dunne**  
Director General UKVIA
- **Headline Sponsor**

**10:00** **Keynote presentation:** Living up to the expectations placed on the vaping sector by the Khan Review on Tobacco Control

- **Adam Afriyie MP for Windsor**  
Vice-Chair of the All-Party Parliamentary Group for Vaping

**10:15** **Panel Discussion: Vaping for Better Health.**

*This debate will explore how the healthcare estate and profession can play a key role in speeding up the realisation of the massive public health prize presented by vaping;*

- **Dr Colin Mendelsohn**  
Tobacco Treatment Expert & Author
- **David Cartridge**  
A tobacco addiction specialist, University Hospitals Dorset NHS Foundation Trust
- **Alexander Kvitashvili**  
Public Health Adviser, Consumer Choice Centre
- **Dr Sudhanshu Patwardhan**  
Director, Centre for Health Research and Education, University of Southampton Science Park

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**11:00**     **Keynote presentation:** The US Vaping Regulatory Landscape – should the international vaping community be worried?

- **Azim Chowdhury**  
US Vaping Regulation Attorney

**11:15**     Coffee & networking

**11:45**     **The role of Nicotine:** Nicotine in the harm reduction debate

- **Jeannie Cameron**  
JCIC International
- **Dr Marina Murphy**  
Scientific communications and engagement expert

**12:00**     **Panel Debate:** Gaining a reputation for responsibility – product compliance and regulatory enforcement (Part 1)

This panel will debate the industry's biggest risk – the sale of vape products to minors as well as those which are either non-compliant with UK regulations or are counterfeits. Key stakeholders, including regulators, enforcement agencies, age verification and identity providers and the teaching profession, voice their views on what needs to be done to address the situation so that rogue traders do not win the day.

- **Andrew Chevis**  
Chief Executive, CitizenCard
- **Michael Sawyer**  
Head of Product Enforcement, Office for Product Safety & Standards
- **David Hunt**  
Senior Trading Standards Officer, Hackney Council
- **Damian Stevens**  
Business Development Manager, 1account

**12:45**     Lunch and refreshments

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**14:15**     **Panel Debate:** Gaining a reputation for responsibility – product compliance and regulatory enforcement (Part 2)

This panel puts the spotlight on the retail sector who hold the key to preventing the sale of vape products to minors as well as those which are either non-compliant with UK regulations or are counterfeits.

- **James Lowman**  
Chief Executive, Association of Convenience Stores
- **Adrian Simpson**  
Retail Product Policy Advisor, British Retail Consortium
- **Doug Mutter**  
Manufacturing & Compliance Director, VPZ
- **Dan Marchant**  
Founder and Joint Owner, Vape Club
- **Jason Birks**  
National President, National Federation of Retail Newsagents

**15:00**     **Keynote presentation: Vaping for a Better Economy**

The Centre for Economics and Business Research (CEBR) will unveil the findings of the industry's first ever economic impact report commissioned by the UKVIA.

- **Owen Good**  
Head of Economic Advisory, CEBR
- **Shushill Suglani**  
Senior Economist, CEBR
- **Shane MacGuill**  
Global Lead – Nicotine and Cannabis, Euromonitor

**15:30**     Coffee & networking

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**15:50 Panel Discussion: Gaining a reputation for responsibility – putting the spotlight on sustainability.**

With industries being scrutinised for their impact on the environment, the vaping sector has to stand up and be counted. There is recognition that whilst some progress is being made in the sector much more needs to be done industry wide. This panel discussion will hear from industry players who are introducing sustainable practices and innovating new environmentally friendly products as well as sustainability specialists.

- **Dr Pippa Bailey**  
Head of Climate Change & Sustainability Practice, IPSOS Mori
- **Siyang Yu**  
Global Marketing Manager, SMOK
- **Ben Johnson**  
Founder and CEO, Riot Labs
- **Stewart Price**  
Scheme Manager, Waste Experts

**16:30 Innovating in the Vaping sector: Supporting the journey towards Smokefree 2030**

This session will hear from R&D experts about how vaping will need to dynamically evolve over the next decade so the sector can play a pivotal role in helping the government achieve its Smokefree ambitions.

- **Dr Rachel Murkett**  
Project Director (Life Sciences), Biochromix
- **Bridget Gildea**  
Consultant for Public Good, Jesus College Cambridge
- **Autumn Bernal**  
Founder, ToxCreative

**17:00** Concluding remarks and close