

UKVIA Forum2023

UKVIA Forum and Industry Recognition Awards 2023

HIGHLIGHTS



Accelerating Action: Securing a World without Smoking

QEI Centre, Westminster

Friday 10th November 2023

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Hellooo Disposable 2.0



FEELM 2.0

1000

PUFFS

DOUBLE THE PUFFS DOUBLE THE JOY

100%▲
Vaping Puffs

30%▲
Aroma&Sweetness

40%▲
Vapor&Flavor Consistency

30%▲
Eliquid Vaporization Ratio

Foreword

John Dunne

Director General, UK Vaping Industry Association



“ The impact and relevance of this year’s forum was clearly demonstrated by the high calibre of speakers...there is no doubt that the industry needs to lead from the front in tackling the big issues. ”

I have been inundated with congratulations and messages of support in the weeks since the seventh annual UKVIA Forum and Industry Recognition Awards took place.

The prestigious cast of speakers, the packed schedule of panels and keynote presentations and the topics up for debate have all been highly commended.

And while it is always great to be on the receiving end of such praise, it is important to point out that the UKVIA Forum and Industry Recognition Awards are the culmination of much hard work from a great many people.

From the UKVIA secretariat who spent months putting the whole event together, to our very generous and supportive sponsors, the Queen Elizabeth II Centre staff, the independent judges who gave up their time to review the awards, our hosts Robert Sidebottom, Jeannie Cameron and Marina Murphy and the many UKVIA members who contributed to its success, this was truly a joint effort and a show of the collaborative power of our sector.

This annual event has grown to be one of the largest and most influential in the vaping calendar, attracting C-suite executives from the global vaping sector, retail leaders, parliamentarians, regulators, environmental and public health professionals, academics, think tanks and investors to name just a few.

The impact and relevance of this year’s Forum was clearly demonstrated by the high calibre of speakers who took to the stage to discuss the most pressing and critical challenges facing our sector today – this also explained why the networking breaks were so popular.

There is no doubt that the industry needs to lead from the front in tackling the big issues such as youth uptake and the environmental impact of used devices and these subjects were debated at length. We heard expert insights on the retail future of the sector, learned of new technologies and innovations and were treated to a number of exceptional keynote speeches.

Of course, this is an industry which will ultimately be judged on its actions and just a brief look at the categories for our Industry Recognition Awards – which include the likes of Outstanding Vaper Education Programme for Smokers, Preventing Youth Access to Vaping and Sustainable Vaping - shows that the sector is putting responsibility, compliance and best practice front and centre.

Unfortunately, negative stories in the mainstream media have impacted public perceptions of our industry, but it was plain to see from the Forum and Awards Dinner that the sector is made up of companies and individuals who are dedicated to addressing issues so vaping can achieve its full public health potential and we can secure a world without smoking.

Thank you to all those who attended this year’s event and to all those who made the UKVIA Forum and Industry Recognition Awards 2023 a possibility. I look forward to welcoming you all back again next year.



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Compliance, Excellence and the Name of the Game

Headline Sponsor Address

Jack Hill, Communications Manager, Chubby Gorilla



“Cooperation within our industry, alongside regulators and enforcement bodies, is pivotal to eliminating unscrupulous players. Today, let’s stand united to sustain this momentum and collectively shape our future for vapers to maximise our public health, societal and economic goals.”

Both commitment to excellence and collaboration to tackle rogue traders are critical – this point was made abundantly clear during the Forum Headline Sponsor address, delivered by Chubby Gorilla Communications Manager Jack Hill.

Jack told how the company – which is a world leader for bottle manufacturing in the e-cigarette market – has earned positive attention for its pursuit of, and dedication to, the very highest standards.

He also told how the Chubby Gorilla values align with those of the UKVIA, highlighting that it has always been swift to act against counterfeiters who could tarnish the company’s name and the vaping industry as a whole.

Addressing the delegates at the 2023 Industry Forum, Jack said: “We express our deepest gratitude to the UKVIA for its past accomplishments and also for its future initiatives which are crucial in guaranteeing the continued success of vaping.

These efforts not only provide a better alternative to smokers, but also support vapers who have made the transition from conventional cigarettes.

“In an industry facing heightened scrutiny, commitment to quality becomes paramount. As global policymakers intensify efforts to curb malpractice, vapers find themselves increasingly vulnerable and we owe it to our loyal customers, who view us as their lifeline away from smoking, to maintain the highest standards of both our products and business practices.”

He added: “Cooperation within our industry, alongside regulators and enforcement bodies, is pivotal to eliminating unscrupulous players. Today, let’s stand united to sustain this momentum and collectively shape our future for vapers to maximise our public health, societal and economic goals.

The Name of the Game

Giving a brief, post-forum, insight into the history of the company, Vice President and Co-Founder Eyad Aboabdo explained how he came up with ‘Chubby Gorilla’.

He said: “We chose ‘Gorilla’ because they are very much alphas and leaders, while at the same time being protective, caring, smart and loving. We then decided to balance this out with the more humorous term ‘Chubby’...after all, who doesn’t love a chubby baby or animal?

“When you break it down, our name is the combination of two words that you wouldn’t normally see side-by-side, but come together to form one ethos and one brand identity – it’s something I am particularly proud of.”

UKVIA Industry Forum 2023 by Numbers

6



**Keynote
presentations**

6



**Event
partners**

7



Sponsors



Panel

discussions

7

19



Exhibitors

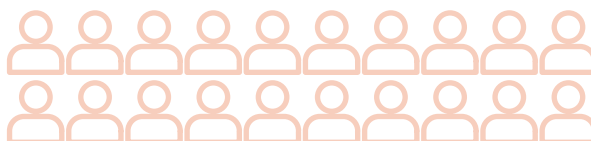
39



Speakers

250

Delegates





Welcome Address

John Dunne
Director General, UK Vaping Industry Association

UKVIA Forum and Industry Recognition Awards 2023



Welcome, Welcome, Welcome

Welcome Presentation

John Dunne – Director General, UKVIA

“As an association, we’ve been pushing government continuously to reform vaping policy to deal with the issues in our industry, including by demanding on-the-spot fines of up to £10,000 per instance for retailers who sell vapes to minors.”

There was no better way to kick off the seventh annual Industry Forum than with opening remarks from our event co-chairs Robert Sidebottom and Jeannie Cameron, followed by a welcome presentation from UKVIA Director General John Dunne. Addressing the hundreds of delegates in attendance, John highlighted the massive public health potential and successes of vaping...and made clear that misperceptions about the sector could put this at risk.

He said vaping has been critical in driving down the UK’s smoking rates to their lowest level on record and highlighted research from Brunel University which found the NHS could save half a billion pounds every year – enough to employ 15,000 nurses - if just 50 percent of England’s smokers switched to vaping. However, John warned that the government’s vaping consultation – which closed on December 6 – threatens to undo all the sector’s hard work in ‘being the most disruptive force in history’ when it comes to addressing smoking – which kills 250 people every day in the UK alone.

He agreed that youth vaping, the rise in illicit vapes and the environmental impact of vaping needed to be urgently addressed but added that these key challenges are ‘not insurmountable’.

John said: “As an association, we’ve been pushing government continuously to reform vaping policy to deal with the issues in our industry, including by demanding on-the-spot fines of up to £10,000 per instance for retailers who sell vapes to minors. The only way you will make these cowboy traders take note is to hit them where it hurts most - in the pocket.”

“New FOI research undertaken by our member Arcus Compliance found that, across 21 provincial city councils and central London authorities, Trading Standards issued just a meagre £3,188 in fines to retailers caught making underage or illicit product sales between 2021 and early 2023 - this is almost laughable but is far from a laughing matter.”

He added: “We need hardline enforcement of current laws by the likes of the ASA, Trading Standards and Border Force, the development of a national retail licensing scheme and the introduction of clear guidelines to ensure product presentation and names do not appeal to those under 18.

“By taking this path rather than taking the decision to potentially impose bans on disposables and flavours, we not only protect our children, but we also protect adult vapers from going back to where they came from, and we protect the smokefree ambitions of the government.”

A photograph of Adam Afriye MP, a Black man with short dark hair, wearing a dark suit, white shirt, and a striped tie. He is standing behind a red podium with a microphone, gesturing with his right hand. The background is a red wall with the UKVIA Forum 2023 logo and text. The text on the wall includes 'UKVIA Forum and Industry Recognition Awards', 'Forum', 'Industry Association', and '2023'.

Don't kill the 'golden goose'

Keynote Speech

Adam Afriye MP, Vice-chair, All-Party Parliamentary Group for Vaping

“You can too easily kill that golden goose which is making a living for so many people, creating so many jobs and saving so many lives. If next year we've gone down the route of Australia, it will be your fault for not policing the industry and ensuring that you are absolutely responsible in your new role of healthcare.”

Conservative MP for Windsor and Vice-Chair of the All-Party Parliamentary Group for Vaping, Adam Afriye, described the vape industry as 'innovators', 'job creators' and a 'part of the healthcare sector' during his keynote speech at the UKVIA Forum.

He explained that there is an ongoing battle to establish the harm reduction principle as the 'underpinning principle for world legislators' and to get 'science, evidence, logic and reason at the heart of policy making worldwide'.

Adam, who was critical of the closed-door decision-making of the World Health Organization, said the UK Government's pragmatic approach, backed by 'well-informed civil servants who are committed to the harm reduction principle' is saving lives and 'leaving space for innovation to flourish'.

Despite his praise for the legitimate sector, Adam also delivered a stark warning to the industry, saying: "If any of your products have fancy colours, packaging or names which even vaguely appeal to young people then just stop. If your products get to children, you are finished."

"You can too easily kill that golden goose which is making a living for so many people, creating so many jobs and saving so many lives. If next year we've gone down the route of Australia, it will be your fault for not policing the industry and ensuring that you are absolutely responsible in your new role of healthcare."

He added: "Your shareholders and this country will not thank you if your products are removed from the market for overfilling or illegal [nicotine] concentrations."

Speaking on the government's now closed consultation on vaping – which has been spurred by environmental and child safety concerns – he said any new regulations should balance whether a disposable ban is necessary, or whether there is a better way to take care of these issues.

However, he warned that, if disposables are banned, there is a risk that the anti-vaping lobby would push for further bans.

Adam added: "I have faith in the innovation of this sector to resolve this problem...and am optimistic that by next year's conference the industry will have done its part to drive out the cowboys and to police itself."

A photograph of Lord James Bethell, a man in a dark suit and light blue tie, speaking at a red podium. Behind him is a red backdrop with the UKVIA Forum 2023 logo and the text 'UK Vaping Industry Association' and 'www.ukvia.co.uk'.

A 'powerful public health tool'

Keynote Speech

Lord James Bethell, Member of the House of Lords

“ I pay tribute to the innovation of the industry which has made vaping appeal to kinds of groups that public health professionals really struggled to get through to and who would not otherwise be thinking of giving up smoking. This penetration by the vaping industry makes it such a powerful tool in terms of public health. ”

Lord James Bethell began his keynote speech by saying vaping has done more to improve the health of this country than many of the 'complex and sophisticated technologies' that had been around for far longer.

He said: “I pay tribute to the innovation of the industry which has made vaping appeal to kinds of groups that public health professionals really struggled to get through to and who would not otherwise be thinking of giving up smoking. This penetration by the vaping industry makes it such a powerful tool in terms of public health.”

He also referred to the findings of the first-ever economic impact assessment of the UK vape sector - conducted by Cebr and commissioned by the UKVIA – which highlighted the economic achievements of the industry and praised the £300m in direct savings vaping brings to the NHS.

He added that he believed the actual savings were even greater.

That said, Lord Bethell also highlighted the sale of vapes to children as an issue which would generate ‘an extremely strong response from legislators’ and warned that ‘heavy handed regulation, fines and taxes’ could be just over the horizon unless this critical challenge is nipped in the bud.

He urged the vape industry to approach evidence around health harms in an ‘honest, pragmatic and evidence-based manner’ and warned not to borrow from the tobacco industry playbook of ‘deceit, fact avoidance, corruption and massive harm to the public health’.

Lord Bethell said: “The tobacco industry’s mistreatment of clinical evidence is a scandal that went on for two generations and this cannot happen again. If the vaping industry loses the trust of supporters like me, there will be no second chances.”

He concluded by calling for openness and transparency so that ‘vaping remains a safe and effective option for those seeking a healthier alternative to smoking while ultimately contributing to the wellbeing of our nation’.

It's a matter of taste

Keynote Speech

**Konstantinos Farsalinos, Senior Researcher at the University of Patras
and the School of Public Health at the University of West Attica**

“ We need e-cigarettes to have a competitive advantage over smoking and this is why we need risk-proportionate regulation. The appeal of non-tobacco flavours among adult smokers and former smokers is so high that any flavour ban would almost be a de facto ban on the product itself...without flavours there will be no e-cigarettes. ”

Vape flavours are so important to help adult smokers quit and stay off cigarettes, that any flavour ban would be a de facto ban on vaping itself, delegates at the UKVIA Forum 2023 were told.

Konstantinos Farsalinos, in his keynote speech to the conference, referred to several studies which concluded that, in order to successfully quit cigarettes, smokers need to find a product which appeals to them and which they like to use. He said two factors which ticked both boxes for many smokers were the fact that vaping was able to deliver nicotine in sufficiently high concentrations and in a variety of different flavours, adding that there is 'very good evidence supporting the role of flavours in the adult experience in helping people quit'.

Konstantinos – who authored the first systematic review on e-cigarette safety/risk profile in 2014 – went on to say: “Most vapers regularly switch between flavours, even on a daily basis, as taste receptors get saturated when they are continually exposed to the same flavours - non-tobacco flavours are important for smokers to quit and this is something I have seen throughout my career. Unfortunately, governments often find it easy to target flavours with regulations when they want to address public health concerns such as an increase in disposable use among youth as we have seen in the UK.”

He warned that evidence from the US has shown that flavour bans tend to lead to an increase in cigarette use and added: “I don't think that regulators would prefer people, especially adolescents, to increase their smoking rates but avoid the use of flavoured e-cigarettes.”

Konstantinos, who has presented at more than 80 conferences around the world and has published an estimated 100 studies and articles in international peer-reviewed scientific journals, also shared a personal story of how flavours helped adult smokers quit.

He said: “My 74-year-old mother, who was a smoker of menthol cigarettes for 50 years, uses only fruit and cappuccino flavoured e-liquids now. In four years, she has never used either menthol or tobacco flavours.

“We need e-cigarettes to have a competitive advantage over smoking and this is why we need risk-proportionate regulation. The appeal of non-tobacco flavours among adult smokers and former smokers is so high that any flavour ban would almost be a de facto ban on the product itself...without flavours there will be no e-cigarettes.”



Panel Discussion

Victory for Vaping – Changing public perceptions towards the category

Despite the fact that tens of thousands of lives are lost to smoking every year in the UK and not a single confirmed death has been recorded through commercial nicotine vaping, recent research shows that there is a severe lack of trust amongst smokers in vaping.

So, how once and for all can we change public perception, not only of smokers but those they turn to for advice that might influence them? This question and more were all up for debate during this session. Here's an extract of what each of the panellists had to say:

Panel Chair John Dunne Director General, UKVIA

John said it was difficult to imagine anything other than vaping doing so much good for the world yet receiving so much negativity. He said he hoped policymakers would 'find the right balance between protecting our children and supporting adult smokers to quit'.

Konstantinos Farsalinos Physician and Research Associate, University of Patras and the University of West Attica

Konstantinos said many vaping studies are a 'disgrace to science' and that, with one exception, none of them had been retracted. The study which was retracted concluded that vaping was responsible for heart problems which occurred before the respondents had started vaping. The acclaimed researcher and harm reduction champion added that many vaping studies were 'more concerned with politics and public relations rather than the actual science itself' and called for better scientific studies to combat this.

Dr Christopher Russell Director, Russell Burnett Research and Consultancy Ltd

Dr Christopher Russell said politicians traded in anecdotes to make a point or support a policy, whether that be a 15-year-old who started vaping and developed breathing difficulties or a 74-year-old grandmother who uses e-cigarettes to quit smoking. He explained that such anecdotes are illustrative of the experiences of individual people, but cautioned that decisions about science and healthcare policy should be based on what happens to hundreds of thousands and millions of people.

He went on to say that the best available population level evidence suggests the effectiveness of e-cigarettes for smoking cessation is not even up for debate anymore, yet 'the media constantly cast doubt on this and are clearly ignorant of what the best available science is telling us.'

Jeannie Cameron Chief Executive Officer, JCIC International

Jeannie said she recently spoke to five people in London who all told her that, based on media reports, they all believed vaping was as equally harmful as smoking. The three smokers in this group said this was the reason they were still smoking and had not considered switching. She urged the vaping sector to speak with a united voice to better communicate relative harms of vaping and smoking so that there was one clear message which could help inform and change public perception.

Damien Bové Chief Regulatory Officer, ADACT Medical

Damien called on the vape industry to put more money into funding scientific research because it does not currently have an effective voice in this sphere. He said many academics are funded by anti-vaping groups which fuels the constant barrage of negative vaping coverage. He said a lot of research from the industry was locked away within companies and was never seen by the public and called on the industry to make better use of data.

Mark Oates Director, We Vape UK

Mark said journalists play a powerful role in influencing public perceptions about vaping and so hold a great many lives in their hands. The We Vape director urged the media to help transition smokers onto safer nicotine products by accurately reporting the relative risks of smoking and vaping and warned that, unless this happens, we could see smoking rates begin to climb once again. He said Government-mandated pack inserts informing smokers that vaping is 95% less harmful than combustible cigarettes would be one of the best ways to educate smokers about the relative risks.

Panel Discussion

Taking Harm Reduction to a New Level

This expert panel – which represents around 100 years of collective experience in harm reduction - asked how we can improve on the well-established '95% less harmful' statistic, exploring what more needs to be done to maximise the potential of vaping in harm reduction and to 'win' the public debate and trust of smokers.

Here's an extract of what each of the panelists had to say:

Panel Chair Dr Ian Fearon

Director, whatIF? Consulting & Chief Scientific Officer, McKinney Regulatory Science Advisors LLC

Leading the session, Dr Fearon said the discussion would focus on how to better communicate to the public that vaping is 95% less harmful than smoking and how the industry could work to make vaping even less harmful.

He said it was a 'real tragedy' that six million people in the UK either do not understand harm reduction, do not believe it or have just ignored it and continued to smoke rather than using a safer option.

Dr Nveed Chaudhary

Chief Scientific & Regulatory Officer, Broughton

Dr Chaudhary questioned whether you need to improve the 95% less harmful figure and suggested it might be more effective to focus on widely communicating the reduced risk potential of vaping to the public – something that has not fully been achieved.

He also said vapes should be marketed less as a lifestyle choice and more as a tool to reduce the harm that smoking causes in order to get more people off cigarettes.

Sarah Cooney

Director, Cooney Scientific Ltd.

Sarah suggested that developments in technology mean modern vaping products are now 'way past' the 95% less harmful statistic. She also highlighted that controversies about vaping have shifted from reducing the risk of an individual who switches from smoking to vaping to population-based risks, such as fears around youth vaping.

Dr Marina Murphy

Senior Director of Scientific & Medical Affairs, ANDS

Dr Murphy said it was important to consider both how fewer toxicants were found in a product and the number of people who are going to use it when calculating harm reduction potential.

She pointed out that e-cigarettes were a popular alternative for smokers while NRTs, considered to be the cleanest and safest tobacco harm reduction products, are the most boring for smokers and didn't work as well because people don't want to use them.

Dr Chenxing Pei

Senior Aerosol Engineer, SMOORE Centre for Analysis, Testing & Safety Assessment

Dr Pei said advances in technology, such as ceramic heating technology, has led to even greater reductions in the relative harm of vaping compared with cigarettes.

He also spoke about an expert-led harm reduction panel which was established by SMOORE and is working to establish a harm reduction index for vaping – much like an energy efficiency index for electrical equipment or a colour-coded rating system for food products.

Sairah Salim-Sartoni

Founder, Salim-Sartoni Associates Ltd

Sairah said it is difficult to communicate the concept of relative risk to consumers when they are being bombarded with negative coverage about vaping in the mainstream media.

She said: "These stories do not just spread through the media but are passed on via friends and family...a lot of smokers believe what their fellow smokers are telling them."



Panel Discussion

Out with Illegal Vape Sales: Industry Action Against Youth Vaping and the Rise in Illicit Products

In the wake of the government's consultation on youth vaping, what's being done and what more can be done to counter the rogue operators intent on breaking the law at every opportunity? How worried should we be about the rise of illicit vapes? How are the enforcement agencies getting on top of the situation? What's the industry doing to help and what support can the government give? How does regulation need to be reformed to counter these challenges?

These questions and more were addressed during this session. Here's an extract of what each of the panelists had to say:

Panel Chair Robert Sidebottom Managing Director, Arcus Compliance

Robert said it was vital to understand the 'clear intrinsic link' between illegal products in the UK marketplace and youth access, saying those who were prepared to sell illegal products would also be prepared to sell vapes to children and pointing out that the market for black market vape products is as big, if not bigger, than the regulated vape industry. Robert also highlighted new FOI research which shows that, between 2021 and early 2023, just £2,188 has been issued in fines for underage and illicit vapes sales across 11 major provincial UK cities – the Arcus Compliance MD made clear that the research is not critical of Trading Standards, but rather highlights a need for more support for enforcement officers.

Mohammad Agrabawi Group Director of Corporate Affairs & Communications, ANDS

Mohammad said the now-closed Government consultation into youth vaping was missing the mark on the power of vaping in helping smokers quit. He said any moves to ban flavours, increase taxation or impose duties, failed to take into account the negative effect this would have on adult smokers.

He said his home country of Jordan has adopted a 200% tax on e-cigarettes, which made them more than three times more expensive than cigarettes and has seen smoking rates increase to a record high.

Dan Marchant Managing Director, Vape Club

Dan said it was 'utter madness' that simply making more regulations would encourage greater regulatory compliance, stressing that the UK already has good laws and regulations which can prevent under 18s getting hold of vape products. He said: "Without effective enforcement of current regulations, or any future regulations, nothing is going to happen. The only thing that will stop youth uptake is a genuine belief that underage sales laws will be enforced and backed by fines such as the £10,000 proposed by the UKVIA."

Doug Mutter Manufacturing & Compliance Director, VPZ

Doug said the Government's youth vaping consultation would fail to address illicit vape sales, which he described as 'the single biggest contributor to youth access', because the illicit market already flouts current regulations and will likely just ignore any new ones. He said: "The fundamental issue is that the illicit market will continue to grow, become even stronger and unregulated and untested products will continue to be available to the youth."

Sten Bertelsen Senior Vice President, Authentix

Sten said the big issue was how an illicit supply chain, which by its nature is covert, could be controlled. He said digital passports - where products were tracked and checked for compliance at borders - and other supply chain control methods have proven effective in other sectors and may also be needed to undermine illicit vape supply networks.

Michiel Carmel UK Partner, MyCheckr

Michiel said new technology is vital to quickly and effectively prevent youth access to age restricted products in the retail environment. He introduced delegates at the UKVIA Forum to the latest development from MyCheckr, which uses advanced technology to identify - with 98.5% accuracy - whether a potential vape customer is older or younger than 25 as per the current Challenge 25 age-verification standard.

China's Commitment to Change

Keynote Presentation

Weinuo Ao, Secretary-General of the China Electronic Chamber of Commerce



“When it comes to compliance there should be no borders as this is something which should be done on a truly global scale. This is why in September the ECCC joined forces with the UKVIA, IEVA and the VTA and signed a declaration in Dortmund, Germany, to form the Global Vape Alliance.”

The second half of the UKVIA Industry Forum 2023 began with a keynote presentation from the Secretary General of the China Electronic Chamber of Commerce, Weinuo Ao.

He spoke about the regulatory framework in China, where every company needs a Tobacco Authority licence to operate legally, saying this has seen the number of vape companies reduce from 4,000 to 600. Ao predicted that there would be ‘fewer and fewer vaping companies and manufacturers in China’ and added that those remaining would be the leading companies.

The Secretary-General said enforcement was taken very seriously, with authorities clamping down hard on illegal products and on companies manufacturing without a licence. He warned that, unless vape companies make regulatory compliance a top priority or fail to invest sufficiently in R&D, they will not survive.

During his keynote presentation, Ao also spoke on the impact and presence of the ECCC. He explained that, as China's only vaping industry association, the group has more than 800 member companies which collectively employ more than 500,000 workers and produce more than 90% of the world's vaping products.

He said the ECCC forms a very important bridge between Government, manufacturers and international partners and many of its recommendations to Government were incorporated into the current regulatory framework. In addition, the ECCC played an important role in advising vape businesses about how

to comply with the licensing requirements by providing consultancy services and training programmes.

A core component of the association's current work is interacting with ECCC member companies to collect their opinions and concerns, which can then be fed back to Government so that regulations can better evolve over time.

Mr Ao said: “When it comes to compliance there should be no borders as this is something which should be done on a truly global scale. This is why in September the ECCC joined forces with the UKVIA, IEVA and the VTA and signed a declaration in Dortmund, Germany, to form the Global Vape Alliance.

“Members of the Global Vape Alliance want to send a message to the whole world that vaping is not for children and that, on an international scale, we must all say ‘no’ to selling to young people.”

He went on to praise the hard work undertaken by UKVIA Director General John Dunne and said he was confident that the Global Vape Alliance would play a big role in ensuring a bright future for the industry with regulatory compliance being a major message for the entire industry.

The start of a new era?

Sponsor Presentation

Rex Zhang, Senior Strategy Director, SMOORE



“The FEELM 2.0 solution we are announcing today gives consumers more value for money and offers a prototype for next generation disposable products while bringing the category into a new era of over 1,000 puffs for a TPD compliant product - together we can achieve a smoke free world.”

During his presentation to delegates at the UKVIA Industry Forum 2023, Rex said the UK is facing a ‘critical period’ as the Government hints at changes to the UK’s relationship with vaping as part of the now-closed consultation aimed at reducing youth uptake.

He praised the UK’s regulatory regime as ‘setting an example for the world to see how we can effectively govern the e-cigarette market’ and said that it had become a point of contention that disposable devices have become the most popular e-cigarette category in the UK and many other countries.

He also said that many consumers are buying non-compliant devices from the black market because mainstream technology fails to live up to consumer expectations, especially regarding puff counts and consistency of flavour.

He said traditional heating solutions using either cotton wick or mesh coils only vapourise around half of the e-liquid in the tank which is both wasteful and leaves many products ‘barely able’ to achieve the advertised 600 puff count. In addition, he said that the flavours from these devices tended to diminish over time - especially towards the end of the product life.

The Senior Strategy Director said ten years of research at SMOORE’s R&D facilities has culminated in a new technological heating solution – launched at the UKVIA Forum - which produces significantly higher puff counts and a consistent flavour from beginning to end.

He said: “Independent test results show that our solution doubles the puff count for TPD compliant products and solves the pain point of flavour inconsistency.

“The FEELM 2.0 solution we are announcing today gives consumers more value for money and offers a prototype for next generation disposable products while bringing the category into a new era of over 1,000 puffs for a TPD compliant product - together we can achieve a smoke free world.”



Panel Discussion

Best Practice Showcase - Acting on the UKVIA's Greenprint for Sustainable Vaping

In 2023, the UKVIA published its Greenprint for Sustainable Vaping in response to concerns over the environmental impact of vapes. So how is the industry measuring up when it comes to taking environmental responsibility? What have been some of the biggest achievements? In this session organisations in the vape waste chain shared best approaches to making vaping more sustainable.

Here's an extract of what each of the panelists for this session had to say:

Panel chair Stewart Price

WERCS Scheme Manager, Waste Experts

Stewart Price highlighted that one of the problems when it comes to recycling vapes – particularly disposable vapes – is that we are expecting people to, depending on usage, dispose of a waste electronics product as much as once a day.

This represents a noticeable change to consumers who would have previously only needed to do this every few months or years when a longer-lasting electrical appliance finally needed to be disposed of.

Pieter Vorster

Managing Director, Idwala Research

Pieter pointed to research which has shown that, because disposable vapes are never recharged, many consumers either don't know or don't think about the fact that they have a battery inside.

Further, he said one of the main reasons people use disposable vapes is convenience, which means it is important to make the process for recycling them as convenient and straightforward as possible.

Matt Crann

Sales Director, Riot Labs

Matt said disposables are a great product to start people on their quit smoking journey, but the environmental impact of disposables means it is very important for the industry to make innovative products which are simple to use and which can change the buyer's behaviour from the throwaway culture of single-use devices. He went on to say that the media will pick up on any story which shows vaping in a bad light and that, as an industry, it is our job to push people to the more sustainable and more economical products.

Vismands Menjoks

Co-founder, Wingo Deposit

Vismands weighed up the merit of a carrot and stick approach to encouraging recycling when he suggested consumers could be motivated to change their behaviour if they know they will either be fined or rewarded for taking certain actions. He highlighted the Wingo Deposit recycling solution – also featured in the UKVIA Forum's exhibition area – which rewards consumers for recycling their used vapes, saying that just one of these machines at one location can collect as many 15 - 20,000 units per month.

Paul Carvell

Senior Non-Exec Director, The Delivery Group

Paul spoke to the value of a reward system to encourage the proper disposal of vaping products, suggesting guidance on packaging and incentive schemes as ways to help boost recycling rates. A logistician, Paul also made the point that collecting vapes for disposal doesn't have to be a particularly expensive process, suggesting that an individual vape could be collected for recycling for as little as 10p. He also highlighted that there are at least 100,000 potential vape waste collection points across the UK.



Roundtable Discussion

The Great Political Debate:
Getting ready for the General Election

With the possibility of a change in government, the Forum explored how the industry prepares itself for such a prospect. What do we know about the different parties' vaping policy intentions? How do we retain the parliamentary momentum around vaping that currently exists?

Here's an extract of what each panellist for this session had to say:

Panel chair John Dunne Director General, UKVIA

John said that with the political landscape 'on a knife edge between doing the right thing and making an absolute mess of things', this would be one of the most important discussions of the entire conference.

He said politicians must address youth uptake and environmental concerns without doing anything which would prevent adult smokers and vapers from making the right choices.

Clive Bates Director, Counterfactual Consulting Ltd

Clive said vaping 'is not particularly harmful' and said most youth vaping is 'infrequent and likely to be transient', adding that the more intense vaping among young people is almost certainly displacing smoking and is therefore beneficial.

He told the Forum: "We need a vape retail licensing scheme which comes with conditions so that we have a sensible model for retail vape sales. Break the terms of the licence, and just like a driving licence, you get fined and points build up if you keep breaking it until you are banned and out of the game."

Mary Glindon MP Vice-Chair, All-Party Parliamentary Group for Vaping

Mary told how the vape industry has previously 'had a difficult job' engaging with Labour and said part of the problem has been the association with tobacco companies. However, she said she felt the time is now right, as Labour starts looking towards being the next government, for open dialogue with the party. The MP said: "Our job is to make sure that Labour is listening and engaging with the industry to make sure vaping is an alternative for the 6.6 million people in the UK who still smoke."

Maxwell Marlow Director of Research, Adam Smith Institute

Maxwell said a concerted effort by industry was needed to encourage retailers to act responsibly over youth access and environmental concerns.

He said Government polling had shown that the public is concerned with littering and child vaping and that the Department of Health is pushing to keep e-cigarettes at the forefront of smoking cessation with initiatives like 'Swap to Stop'.

Chris Worrall Chair, Fabian Society Member Policy Group on Local Government & Housing

Chris said that while there were 'major concerns' in constituencies over youth vaping, he remained confident that a Labour government would follow the research on vaping. He said the Local Government Association had 'not been helpful' in calling for a disposable ban but said he believed that technological advances and design changes would help tackle environmental concern issues.

Chris told the Forum: "Strong enforcement is something the industry and policy makers should focus on. If a shop sells a dodgy kebab, it gets shut down the next day but somehow kids can get hold of vapes and retailers get away with it."



Panel Discussion

Tomorrow's Vaping World

With major policy developments across the world set to shape the vaping category for years to come, this session saw figureheads and experts assess the future prospects of the sector and discuss what needs to be done to ensure vaping continues to play a major part in the vision to establish a world without smoking.

Here's an extract of what each of the panelists had to say:

Panel chair Mohammad Agrabawi
Group Director of Corporate Affairs & Communications, ANDS

Mohammad Agrabawi suggested that the trends being adopted by the industry, the work of researchers and advocates, action from the media – whether positive or negative – and, critically, the approach taken by governments are all factors which will determine where the UK and international vape sector stands in the next few years.

Dustin Dahlmann
Chairman, Independent European Vape Alliance (IEVA)

Providing a European perspective on the shifting vape landscape, Dustin highlighted that there are many regulations ahead – including TPD3, the excise directive and the battery directive – which will all impact the products that will be available in the future. He added that the popularity of disposable products may last for some years or some months but consumers will move to products which are more convenient, saying there is already a strong and increasing focus on easy-to-use pre-filled pod systems.

Barnaby Page
Editorial Director, Tamarind Intelligence

Barnaby suggested that the important changes have been incremental ones and that the sector shouldn't necessarily expect a revolution. He added that, in the past, we have been distracted by unnecessary bells, whistles and ornate details of devices when, in reality, consumers actually want e-cigarettes to perform their relatively simple job quite well. Speaking on whether or not the UK's historically pragmatic approach to vaping could be set to change, Barnaby said: "The honeymoon is over, but we are far from a divorce."

Shane MacGuill
Global Lead - Nicotine & Cannabis,
Euromonitor International

Shane put forward that regulatory changes may well require innovation to existing product types such as disposable devices, but said consumers will still want devices which are effective and successful.

In order to satisfy what consumers want, he said new products need to replicate what we see in disposables in terms of convenience, ease of use and affordability.

Michael Landl
Director, World Vapers' Alliance

Michael said that a big worry from the consumer perspective is whether poor changes to the regulatory landscape could block innovation and the availability of good products.

He said that another concern is that we may see the introduction of prohibitive regulations such as bans and restrictions which would further hinder the development of the sector and the wider harm reduction movement.

Rex Zhang
Senior Strategy Director, SMOORE

Rex highlighted that the UK government has previously been supportive of the vape industry but is now consulting on a possible ban on disposable vapes – which many have warned could have unintended consequences on smokers and vapers.

He said he wants to send a message to industry peers that the sector must think and plan for the long term and act compliantly so that consumers, the Government and regulators can see the value of what vaping has done and what it continues to do.



Roundtable Discussion

The Retail Future of Vaping

With the vaping sector being the talk of the town in the media, what's big retail's expectations of the industry moving forward? What are their buying plans for the category in their stores going forward? What are the convenience chains and supermarkets looking to do to address the challenges faced by the vaping category?

Here's an extract of what the panelists on this roundtable discussion had to say:

Panel chair Chris Kelly
Founder & Chief Executive Officer,
Phoenix 2 Retail

Chris said that when considering new vape regulations, he hopes the Government is very conscious of the impact this could have on retailers and especially on independent operators.

He told the Forum that at a recent roundtable discussion he attended, a poll of ten independent retailers revealed that 60% said they would have to close their business without vape products - particularly disposables - in their stores.

James Lowman
Chief Executive, The Association
of Convenience Stores

James described the disposable vape category as a 'massive boom for the sector', especially during a time of high energy costs and inflation.

He said the Government vaping consultation provided a good opportunity to pave a sustainable path forward, so long as it is properly enforced. He warned that 'the very worst outcome' would be more regulation that is not enforced properly.

James added: "Another problem for very small retailers is that any new regulations restricting where vape products can go instore, may mean that there might not be enough space to house and display all of the vaping categories."

Adrian Simpson
Retail Products Policy Advisor, British Retail
Consortium & Non-Executive Director,
Chartered Trading Standards Institute

Adrian said that large retailers already had well-established procedures in place to prevent underage sales but added: "If there are irresponsible retailers out there who don't care about underage sales that is where we think the government should be directing their attention and resources.

"Any new regulations will need effective enforcement and if Trading Standards services continue to be cut or kept at a low level, this is not going to work."

Leigh Vance
Buying Manager, Morrisons

Leigh explained the strict protocols which are in place at Morrisons when it comes to vape sales and said it was one category of the business where 'we probably do more due diligence than any other'.

The Buying Manager said: "We have very strict rules and regulations regarding onboarding suppliers and we select the partners that we work with very carefully.

"We take every single product through strict internal compliance with our technical and corporate responsibility teams and we also check naming conventions and packaging."

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Visit [ELFBAR.co.uk](https://elfbar.co.uk) for more information.



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Outstanding Industry Service Award
VAPORESSO



Best Vaping-Related Research Study
Chubby Gorilla



Best New Product Brand Launch
Chemnovatic



Preventing Youth Access to Vaping Award
Phoenix 2 Retail



Most Supportive Parliamentarian
UKVIA



Best Innovation in the Vaping Industry
Wingo Deposit



Outstanding Vaper Education Programme for Smokers
Habit Factory



International Vaping Award
ECCC



Most Supportive Public Health Professional/Researcher
Chubby Gorilla



The Commitment to Compliance Award
World Vape Show



Sustainable Vaping Award
Gap Waste Management



Best Marketing Campaign in the Industry
Vape Club



Best Non-Vaping Media Outlet Report
JBP



Best Employer in the Vaping Industry
Arcus Compliance



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The Vaping Regulations Enforcement Award
Phoenix 2 Retail



PHOENIX 2 RETAIL

Most Responsible Vaping Business Award
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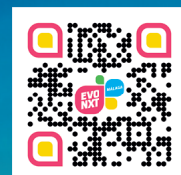
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Exhibitors and Networking

The annual UKVIA Forum not only acts as a platform for critical debate and discussion on some of the most pressing challenges facing our sector today, but also provides an unparalleled opportunity to network with industry peers, thought leaders, outside industry voices and more.

As such, the networking sessions – which were slotted in and amongst a programme of must-attend panel discussions and keynote presentations – were treated as a major priority and formed an integral part of the schedule for this year's event.

Equally important was the exhibitor area at the Forum. We were delighted to host so many exceptional exhibitors from across manufacturing, waste management, age verification providers and more at this year's UKVIA Industry Forum.

The exhibitor hall is a vital part of this annual event as it gives a snapshot of the innovation, developments and offerings of organisations within, adjacent to and outside the vape sector - not to mention, the winner of our highly-sought after Best Innovation in the Vaping Industry is voted on by delegates out of those exhibiting at the Forum.

This years exhibitors were:



Chubby Gorilla



ECCC



Innovative Technology



Waste Experts



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Dortmund



Wingo Deposit



Gap Waste Management



McKinney Regulatory
Science Advisors, LLC



Habit Factory



UKVIA



Federation of Small Businesses



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Thanks to the Conference Co-Chairs

We would like to extend our gratitude to Robert Sidebottom and Jeannie Cameron for acting as co-chairs for this year's UKVIA Industry Forum – which is recognised as one of the largest and most influential B2B events for the sector.



Robert Sidebottom
Managing Director, Arcus Compliance

Robert is the Managing Director for Arcus Compliance, who are rapidly becoming the 'go to' vape compliance agency in Europe and the USA. Robert has considerable cross spectrum experience in the vape sector and is highly regarded for the knowledge & support that he provides to the sector. Robert has authored several articles in retail magazines and is not surprisingly a leading advocate of vaping, which he views as one of the essential tools in assisting smokers to quit traditional cigarettes.



Jeannie Cameron
Chief Executive Officer, JCIC International

Jeannie Cameron founded JCIC International in 2011 - a UK based strategic advocacy consultancy with clients including PMI, OECD, Government Revenue Authorities, and various businesses in the nicotine area - taking a 2-year break in 2020 to be VP International at Juul Labs.

Before JCIC, Jeannie headed BAT's International Regulatory Affairs; was chief of staff to various politicians and Assistant Director of the International Legal Section of the Australian Cabinet Office where she participated in international human rights and trade forums. She has over 20 years expertise with the WHO Framework Convention on Tobacco Control (FCTC).

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UKVIA Industry Recognition Awards and Dinner 2023

As the social event of the year for the vaping calendar, the UKVIA Industry Recognition Awards are an evening of celebration where we recognise all the great things individuals and organisations are achieving across our sector.



Page 24
UKVIA Industry Recognition Awards by Numbers

Page 26-29
UKVIA Award Winners 2023

Page 30
Thanks to the Judges

Page 31
Thanks to the Compères

Page 32-33
Social Engagement and Media Coverage

Page 36
About the Organisers



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Headline Awards Sponsor

UKVIA Industry Recognition Awards 2023 by Numbers

16



**Award
Categories**

17



Winners

18



Sponsors

19



Judges

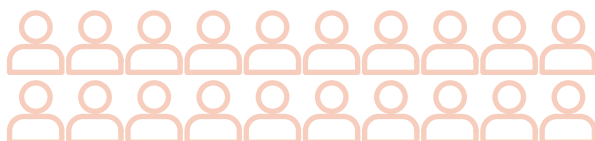
46



Finalists

200

Attendees





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Winning Ways

UKVIA Industry Recognition Awards 2023

The UKVIA Industry Recognition Awards have become the social event of the year for the industry, providing a chance to relax in the company of industry friends, partners and colleagues as we celebrate the successes of vaping as a whole – which has played an instrumental role in bringing the UK's smoking rates down to their lowest levels on record.

Our coveted awards also present the perfect opportunity to shine a spotlight on those who have done so much to promote and progress our industry and, with 16 highly-sought after awards up for grabs, this year's iteration was our biggest and best to date. The competition was strong and we congratulate all those who entered or were nominated for doing so much for the industry. This year's winners and finalists were:





Most Supportive Parliamentarian

Recognises an individual in Westminster who has spoken up for vaping in the House.

Winner - Adam Afriyie MP

Finalist - Mark Pawsey MP

Finalist - Mary Glendon MP

Outstanding Industry Service Award

Awarded to an individual who has given outstanding service to the vaping industry.

Winner - Martin Cullip

Finalist - John Dunne

Finalist - Robert Sidebottom

Most Supportive Public Health Professional/ Researcher

Recognises the contribution that a public health professional has made to speaking up for vaping.

Winner - Dr Colin Mendelsohn

Finalist - Dr Sudhanshu Patwardhan

Finalist - OHID (Nicotine Vaping in England Evidence Review – 2022 Update)

Best Non-Vaping Media Outlet Report

Recognises the journalist who has created the best media report on the vaping industry in the last year.

Winner - Daily Express – ‘Britain must stand up to the WHO on vaping to save millions of lives’

Finalist - Braydon Bent – Sky Kids: Kids Who Vape

Finalist - Channel 4 News - Fact Check: Should vapes be banned?

Best Vaping-Related Research Study

Recognises a vaping research study which has gathered robust evidence to support the case for vaping.

Winner - CEBR/UKVIA: Economic Impact Assessment of the Vaping Industry

Winner - Vape Club: Report on illegal vapes entering UK

Finalist - SMOORE: The Trust Gap of Vaping

Best Marketing Campaign in the Industry

Awarded to the marketing team that has led on a high impact and creative marketing campaign during the year whilst complying with regulations set by the Advertising Standards Authority.

Winner - Riot E-Liquid

Finalist - Greentank Technologies

Finalist - VApril



International Vaping Award

Recognises an international vaping business or trade body that has made a major mark on the international vaping scene.

Winner - ANDS

Finalist - ICCPP Group

Finalist - SMOORE

The Vaping Regulations Enforcement Award

Awarded to the organisation that has done the most to bring rogue traders to account for selling and marketing illicit products or vapes to children.

Winner - Phoenix 2 Retail

Finalist - Lincolnshire Trading Standards

Outstanding Vaper Education Programme for Smokers

Recognises the best education initiative in the sector to equip smokers with all the support they need to make informed decisions about vaping.

Winner - VApril

Finalist - Riot E-Liquid

Finalist - Vapouround Magazine

Preventing Youth Access to Vaping Award

Awarded to an organisation that has led the way in innovating technology or running an initiative/programme of action to address the challenge of vapes falling into the hands of under 18-year-olds.

Winner - Lincolnshire Trading Standards

Finalist - Innovative Technology (MyCheckr)

Finalist - Phoenix 2 Retail

Sustainable Vaping Award

An award for the industry individual/team that has led the way in developing and rolling out a sustainable vaping programme within their organisation or new product to minimise the vaping category's impact on the environment.

Winner - ANDS

Finalist - Airscream

Finalist - SMOORE

Best New Product Brand Launch

Awarded to the most creative product brand identity and launch event. The award entry should cover both the development of a standout new brand identity and creativity in the accompanying brand launch.

Winner - Riot E-Liquid

Finalist - VAPORESSO COSS

Finalist - ICEWAVE



Most Responsible Vaping Business Award

Recognises the company that has demonstrated best commitment to the environment, society and ethical practices.

Winner - SMOORE

Finalist - VAPORESSO

Finalist - ANDS

The Commitment to Compliance Award

Recognises a vaping organisation or compliance specialist which is leading the way in this business-critical area.

Winner - Chubby Gorilla

Finalist - Phoenix 2 Retail

Finalist - Arcus Compliance

Best Employer in the Vaping Industry Award

This award highlights the best-in-class workplace cultures in the vaping industry.

Winner - Evapo

Finalist - SMOORE

Finalist - Airscream

Best Innovation in the Vaping Industry

Awarded to a company whose innovation has been transformative and is awarded to the R&D team behind the innovation of the year.

FEELM 2.0

Thank You to the Judges

We would like to thank our judging panel for their contributions in determining the winners of this year's UKVIA Industry Recognition Awards. They include:

Robert Sidebottom
Managing Director,
Arcus Compliance

Johnathon Penn
Marketing Director,
Phoenix2Retail

Rhys Morgan
Digital and Design Director,
JBP

Todd Lynch
Managing Director,
Worldcom Public
Relations Group

Oliver Van-Hay
Founder,
Rare Rabbits

Mark Oates
Director,
WeVape

Benedict Jones
UK Branding Manager,
INNOKIN Technology Co. Ltd

Aron Byrne-Carter
Managing Director,
NGP Trends

Tim Donahue
Editor,
Vapor Voice

Shane MacGuill
Global Lead -
Nicotine and Cannabis,
Euromonitor International

Oliver Smith
Editor,
Vapouround Magazine

Iain Corby
Executive Director,
The Age Verification
Providers Association

Nigel Tomlinson
Commercial Director,
GAP Waste Management

Dr Sudhanshu Patwardhan
Co-Founder and
Medical Director,
Centre for Health Research
and Education

Ian Fearon
Director,
whatIF? Consulting Ltd
and **Chief Scientific
Officer,**
McKinney Regulatory
Science Advisors, LLC

Chris McNeill
Director,
Fibrepack

Jenni Garratt
Sales and
Marketing Director,
Serve Legal

Sairah Salim-Sartoni
Founder,
Salim-Sartoni Associates Ltd

Alex Brothwood
Scheme Operations
Manager,
Waste Experts

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SHOW**
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Paraguay

**WVS - MEET
THE BUYER**
16 April 2024
Poland

**WVS DATES
FOR YOUR
DIARY!**

**WORLD VAPE
SHOW**
12-14 June 2024
Dubai

**WVS - MEET
THE BUYER**
08 May 2024
UK

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Social Engagement and Media Coverage

The UKVIA Forum and Industry Recognition Awards 2023 gained widespread attention on social channels and across mainstream media. Here is a look at just some of the engagement and coverage received by this year's event:

CHEMNOVATIC
@chemnovatic

On November 10th, 2023, the vaping industry gathered at @UKVIA Forum and Recognition Awards 2023. We're happy that we could be a part of this event, engaging in meaningful conversations, networking, and contributing to the positive evolution of the vaping industry! #VapingIndustry



Robert Sidebottom • 2nd
Managing Director - Arcus Compliance Ltd
1mo · 🌐

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Beauty and Brains and neither apply to me! I had the great honour of sharing the stage assisting in the presentation of various awards at the **UK Vaping Industry Association (UKVIA)** Forum 2023 with Dr **Marina Murphy** Senior Director Scientific and Medical Affairs, **ANDS** this month.

Marina is a highly respected member of the vaping scientific community, I particularly enjoy working with her as she appropriately challenges mine and other vape industry professionals views.

ANDS are a highly valued client of **Arcus Compliance Ltd** and we are proud to support them as thought leaders.

#vape



Vapouround
@vapouround

On Friday, the Vapouround team attended the #UKVIAForum & Industry Recognition Awards at the QEII Centre in London.

It was an honour to be among some of the top minds in the vape industry, discussing some of the most pressing topics currently surrounding our sector.



UKVIA

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James Van Aalst • 3rd+
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2mo · 🌐

Great time at the **UK Vaping Industry Association (UKVIA)** Forum today. So proud to be a part of this forward thinking and dynamic industry. What a genuinely great group of professionals. Here's to the future let's make it smoke free let's make it better.

👍 3



**UKVIA INDUSTRY
RECOGNITION
AWARDS 2023 LONDON**
10 NOVEMBER

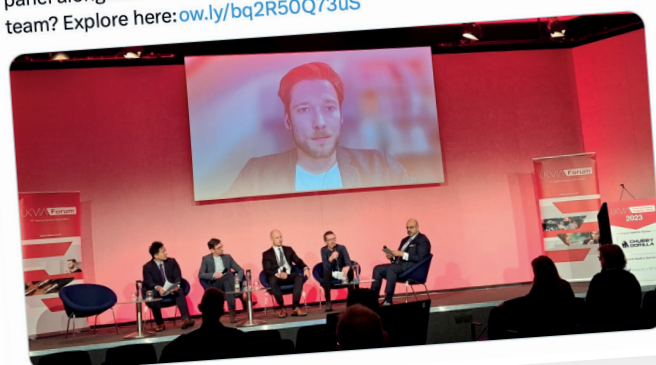
Words: Oliver Smith

Following another successful edition of the UKVIA Industry Recognition Awards, the event was held at the QEII Centre in London on Friday 10th November. The event was attended by a large number of industry professionals, including representatives from the UK Vaping Industry Association, the UK Government, and various vaping companies. The awards ceremony was a highlight of the evening, with several winners being announced and presented with their trophies. The event was a great success and provided a valuable opportunity for the industry to come together and celebrate their achievements.



ECigIntelligence
@ECigIntel

📸 Caught our Editorial Director, Barnaby Page, in action at the #UKVIA Forum last Friday! He participated on the 'Tomorrow's #Vaping World' panel alongside other industry leaders. 🗣️ Want to know more about our team? Explore here: ow.ly/bq2R50Q73uS



Dr Colin Mendelsohn @ColinMendelsohn

With the greatest of humility I would like to announce winning the 2023 UK Vaping Industry Association's Most Supportive Public Health Professional/Researcher Award

A great honour for Oz given the distinguished international competition. More here [🔗](#)



Evapo @EvapoHub

We had the pleasure of attending the UKVIA Forum and Industry Recognition Awards 2023 🏆

This was the perfect opportunity to discuss the current challenges we are facing in the vaping world.

To find out more about the UKVIA, click here: ukvia.co.uk

#VapingMatters



Robert Sidebottom • 2nd Managing Director - Arcus Compliance Ltd 2mo • [🔗](#)

+ Follow

A lovely day sharing the stage with [Jeannie Cameron](#) co chairing the [UK Vaping Industry Association \(UKVIA\)](#) forum.



Serve Legal @ServeLegal

Honored to have Ali represent us at the UKVIA Forum today. We were also thrilled to see that Phoenix2Retail were the sponsor of the event; it was a lovely surprise to hear this statement from them, highlighting the benefits of our work. #VapingIndustry #SmokeFree2030 🌍📄



Absolute Ejuice 125 followers 2mo • Edited • [🔗](#)

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We're in attendance today at the annual [#UKVIA](#) Vaping Industry Forum.

A highlight of our year, it is a great opportunity to hear directly from industry leaders, giving their expertise and insight on all things vaping industry related.

It has been a thought-provoking, insightful experience so far and we're looking forward to what the rest of the event has in store.

[Douglas Mutter](#), Manufacturing and Compliance Director of VPZ / Absolute Ejuice is up now discussing illicit vape sales and youth access.

#ukvia #vaping #smokingcessation



Thanks to the Compères

We would like to extend our gratitude to Robert Sidebottom and Dr Marina Murphy for acting as co-compères for this year's Industry Recognition Awards – which has become one of the most revered events in the vaping calendar.



Robert Sidebottom
Managing Director, Arcus Compliance

Robert is the Managing Director for Arcus Compliance, who are rapidly becoming the 'go to' vape compliance agency in Europe and the USA. Robert has considerable cross spectrum experience in the vape sector and is highly regarded for the knowledge & support that he provides to the sector. Robert has authored several articles in retail magazines and is not surprisingly a leading advocate of vaping, which he views as one of the essential tools in assisting smokers to quit traditional cigarettes.



Dr Marina Murphy
Senior Director of Scientific and Medical Affairs, ANDS

Marina Murphy has more than 20 years' experience across scientific research, communications and engagement in science, tobacco harm reduction and nicotine. Marina is currently Senior Director of Scientific and Medical Affairs at ANDS and has previously held senior positions at JUUL labs and at British American Tobacco. Marina has a Ph.D. in chemistry from the National University of Ireland, Galway. She has been published across a range of scientific journals, including Drugs & Alcohol Today and Key Engineering Materials, as well as in the top-tier media outlets, including the BBC, New Scientist, ScienceBusiness and The Irish Times. Marina takes great pride in having forged a unique career path that allows her to use a genuine passion for science to help make a real difference in people's lives.

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About the Organisers

The UK Vaping Industry Association is the largest and most influential trade body for the UK vaping sector and is recognised, around the globe, as a leading voice for the industry.

It is a non-profit, non-political organisation with a diverse membership representing companies from across the vape supply chain, including manufacturers, retailers, wholesalers and distributors, as well as a host of ancillary service providers, who are all gathered behind one vision: "To create a world where the evidence-based lifechanging public health benefits of vaping are fully understood, and their positive impact is maximised."

The UKVIA raises awareness of vaping's huge potential for public health improvement by engaging and educating the public, media, public health community and political stakeholders. Its members aim to aspire to the highest standards, from the ingredients and hardware they produce to preventing underage sales of vaping products online and in store.

The UKVIA does not represent the interests of the tobacco industry, and vape companies which are owned, either wholly or partially, by the tobacco industry are not eligible for UKVIA membership.

The UKVIA also does not accept any funding from tobacco companies and its individual members are free from any control or ownership by the tobacco industry.



UK Vaping Industry Association



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