

GTNF 2014: The Greenbrier

AGENDA

REGISTRATION DAY – Wednesday 1 October

11:00 – 18:00 – Registration ([Garden Room](#))

15:00 – 17:00 – Women In Tobacco (WIT) Event (sponsored by **National Tobacco**), ([Spring Room](#))

18:30: Welcome Reception (sponsored by **Alliance One International**) ([The Bunker](#))

DAY ONE – Thursday 2 October (morning)

07:00 – 08:00 – Networking Breakfast (sponsored by **Universal Leaf Tobacco Co.**) ([Eisenhower Parlor](#))

(All plenary activities take place in the Theatre)

08:10 – 08:20 – Welcome – Elise Rasmussen, global sales and events director and publisher, *Tobacco Reporter* magazine

08:20 – 08:30 – David O’Reilly, chairman of GTNF Advisory Board

08:30 – 08:40 - Setting of morning agenda and introduction of Keynote Speaker by host **Patrick Basham**, director, Democracy Institute

08:40 – 09:05 – Keynote speaker #1 – Susan Cameron, CEO, Reynolds American Inc.

09:07 – 09:32 – Keynote speaker #2 – Murray Kessler, president, chairman of the board and CEO of Lorillard Inc.

09:34 – 09:59 – Keynote speaker #3 Jim Dillard, senior vice president, regulatory affairs, Altria Client Services

10:01 – 10:26 – Keynote speaker #4 Adrian Cooper, CEO, Oxford Economics

10:28 – 10:53 – Coffee & networking ([Eisenhower Parlor](#))

10:55 – 11:25 – Keynote speaker #5 – Mitch Zeller, director, FDA Center for Tobacco Products

11:27 – 11:47 – Keynote speaker #6 - **Simon Steyne**, head of social dialogue and partnerships, International Programme on the Elimination of Child Labor

11:49 – 12:09 – Keynote speaker #7 - **John Cameron**, chairman and CEO, Emperor Brands

12:15 – 13:30 – **Networking Lunch** (sponsored by **Reynolds American Inc.**)
(**Cameo Ballroom**)

Thursday 2 October (afternoon)

Color key to session streams:

Industry Inclusion (Eisenhower Room A)

Next Generation Products (Eisenhower Room B)

Sustainability (Chesapeake Bay Room)

Regulation (Eisenhower Room C)

13:35 – 14:35 sessions (1 hour sessions):

Session #1 FDA vs. FCTC. Organizer: **Mike Ligon**, vice president, Universal Leaf Tobacco Co.; Moderator: **Mike Ligon**

Panelists: **Mike Ogden**, senior director, regulatory oversight, RAI Services.; **Jeannie Cameron**, owner, JCIC International; **Clive Bates**, director, Counterfactual (consultancy and advocacy group); **Jeff Stier**, policy analyst and senior fellow, National Center for Public Policy Research, Risk Analysis Division

Session #2 Smokeless tobacco and modified risk. Organizer: **Jim Solyst**, director of federal government affairs, Swedish Match North America; Moderator: **Jim Solyst**; Panelists: **Kgosi Letlape**, president, Africa Medical Association; **Geoff Curtin**, senior director, regulatory oversight, RAI Services Co;

Session #3 Investment: a view from Wall Street. Organizer: **Erik Bloomquist**, senior analyst, consumer staples, Berenberg Bank. Moderator: **Erik Bloomquist**. Panelists: **Rupert Wilson**, owner and managing director, Strategic Business Consulting, **Bonnie Herzog**, managing director, senior tobacco, beverage and convenience store analyst, Wells Fargo; **Michael Lavery**, senior equity research associate, CLSA; **Vivien Azer**, director equity research, beverage and tobacco, Cowen Group Inc.

Session #4: Flavoring Regulations: Now and beyond. Organizer: **Michelle Dowle**, international scientific affairs manager, BAT; Moderator: **Michelle Dowle**. Panelists: **Gal Cohen**, head of scientific and regulatory affairs, Ploom Inc; **Roger Penn**, director, tobacco business unit, MANE; **Chris Russell**, research fellow, Centre for Drug Misuse Research; **Chris Proctor**; chief scientific officer, BAT.

14:35 – 16:05 (1 hour and 30 minute sessions):

Session #5 Carveouts. Organizer: Japan Tobacco International (JTI); Moderator: **Geir Ulle**, director of international trade, JTI ; Panelists: **Simon Lester**, trade policy analyst, Herbert A. Stiefel Center for Trade Policy Studies, CATO Institute; **Wan Saiful Wan Jan**, CEO, Institute for Democracy and Economic Affairs;

Session #6 E-cigarette product standards. Organizer: **Ron Tully**, vice president, public affairs and new projects, National Tobacco; Moderator: **Ron Tully**; Panelists: **Phil Daman**, Smoke-Free Alternatives Trade Association; **Jan Verleur**, CEO and co-founder V2 Cigs; **Neil Wilcox**, senior vice president and chief compliance officer, Lorillard Tobacco Co.; **Dr Sudhanshu Patwardhan**, senior international engagement manager, Nicoventures; **Rob Burton**, director, corporate and regulatory affairs, White Cloud; **John Bellinger**, co-owner, Evolv, Inc; **John Cameron**.

Session #7 Commercial sustainability vs. environmental sustainability. Organizers: **Carlo Einarsson**, global market communications director, Billerud Korsnas AB; **Colin Archibald**, global head of agronomy, Alliance One International (AOI); Moderator: **Carlo Einarsson, Colin Archibald**; Panelists: **Jim Kirke**, founder and director, Sustainable Agricultural Supply Chains Ltd; **Lea Scott**, vice president, agronomy services, Universal Leaf; **Johan Maris**, managing director, certifications, Control Union World Group; **Fredy Santos**, leaf sustainability manager, the Americas, Imperial Tobacco; **Srinath Ramakrushnan**, manager, sustainability cell, ITC Ltd Agribusiness Division (ILTD)

Session #8 Anti-illicit Trade: No silver bullet? Organizer: **Ewan Duncan**, head of anti-illicit trade intelligence unit, BAT; Moderator: **Ewan Duncan**. Panelists: **Rupert Wilson**, owner and managing director, Strategic Business Consulting. **Tom Lesnak**, owner/manager TPI Investigations; **Alexander Kryvosheyev**, vice-president, corporate affairs, JTI; **Rich Marianos**, lead investigator, RAI Services; **Harold Mynatt**, FDA

16:05 – 16:25 – Coffee & networking (Eisenhower Parlor)

16:25 – 17:40 (1 hour and 15 minute sessions)

Session #9 Health diplomacy Organizer: **Delon Human**, president and CEO, Health Diplomats (Switzerland); Moderator: **Anders Milton**, senior advisor, Swedish Delegation to World Health Assembly. Panelists: **Scott Ballin**, health policy consultant; **Jeff Stier**, policy analyst and senior fellow, National Center for Public Policy Research, Risk Analysis; **Kgosi Letlape**; **Clive Bates**.

Session #10 Heat-not-burn (Organizer: **Chris Koddermann**, director of government affairs, Philip Morris International, (PMI); Moderator: **Chris Koddermann**. Panelists: **Chris Proctor**, **Ian Jones**, product stewardship vice president, scientific and regulatory affairs, JTI; **Moira Gilchrist**, director scientific engagement, R&D, PMI; **Mike Ogden**

Session #11 Meeting future regulatory requirements through Leaf Organizer: **Pieter Sikkel**, president and CEO, AOI; Moderator: **Pieter Sikkel**; Panelists: **Mike Stevens**, group head of leaf, BAT; **Hilton D. Morgan**, senior vice-president, Universal Leaf Tobacco Co; **Dan King**, head of leaf purchasing and agronomy, Imperial Tobacco

Session #12 Plain packaging. Organizer: **Michiel Reerink**, vice-president, global regulatory strategy, JTI; Moderator: **Michiel Reerink**; Panelists: **Angela Harbutt**, founder and director, Liberal Vision; **Chris Kozlik**, development director, Parkside Flexibles, **Neil McKeganey**, director, Centre for Drug Misuse Research; **Patricia Kovacevic**, director, regulatory affairs and associate general counsel, Lorillard Tobacco Co.

17:45 – 18:30 – Networking Reception (sponsored by CWT-ASI) (**Eisenhower Parlor**)

19:00: TR Golden Leaf Awards Reception & Dinner (sponsored by BMJ);
(**Crystal Room**) (**Chesapeake Room**)

End Day One

DAY TWO – Friday 3 October (morning)

07:00 – 08:00 – Networking Breakfast (sponsored by **Universal Leaf Tobacco Co.**)
(**Eisenhower Parlor**)

(**All plenary activities take place in the Theatre**)

08:10 – 08:20 – Setting of morning agenda and introduction of Keynote Speaker #8
by host **Patrick Basham**

08:20 – 08:40 – Keynote speaker #8 Chris Koddermann, director of government affairs, Philip Morris International, (PMI)

08:42 – 09:02 – Keynote speaker #9 Mark Kehaya, chairman, Alliance One International

09:04 – 09:24 – Keynote speaker #10 – Paul Richmond, communications and issues management expert

09:26 – 09:46 – Keynote speaker #11 – Rob Brown, public relations expert

09:48 – 10:15 – Coffee & networking (**Eisenhower Parlor**)

10:17– 10:37 – Keynote speaker #12 – Simon Clark, director FOREST, founder, The Free Society

10:39 – 10:59 – Keynote speaker #13 – Kgosi Letlape, president, Africa Medical Association

11:01 – 12:01 – Public Health panel discussion: Moderator: **Anders Milton**. Panelists: **Kgosi Letlape, Scott Ballin, Clive Bates, Jeff Stier**.

12:01 – 13:15 – Networking Lunch (sponsored by **SWM**) (**Cameo Ballroom**)

Friday 3 October (afternoon)

Color key to session streams:

Industry Inclusion (Eisenhower Room A)

Next Generation Products (Eisenhower Room B)

Sustainability (Chesapeake Bay Room)

Regulation (Eisenhower Room C)

13:15 – 14:15 (1 hour sessions)

Session #13 **Who pays - does it matter? Research funding and the role of industry, researchers, regulators.** Organizer: **Chris Proctor**, BAT
Moderator: **Marina Murphy**, international scientific affairs manager, BAT. Panelists: **Chris Proctor**, BAT, **Jed Rose**, director, Duke Center for Smoking Cessation, Duke University; **Joe Gitchell**, president, Pinney Associates; **Scott Ballin**

Session #14 **Understanding populations: How behavior informs risk regulation**
Organizer: Chris Russell. Moderator: **Chris Russell**. Panelists: **Neil McKeganey**, director, Centre for Drug Misuse Research; **Carl Phillips**, epidemiologist, scientific director, CAASA; **Clive Bates**

Session #15 **Machinery: making the products of the future.** Organizer: **Mike Adamson**, head of manufacturing technology, BAT
Moderator: **Mike Adamson**, BAT
Panelists: **Uwe Schey**, COO, Xavo; **Dieter Neuber**, non-executive director, CME Ltd; **Jörg Wittek**, executive vice-president, Hauni; **Leszek Sikora**, chairman and managing director, International Tobacco Machinery Poland; **Christian Schulze**, international business development manager, Beckhoff; **Alex Crawford**, area sales manager, TOMRA, **John Voak**, director, Garbuio Dickinson.

Session #16 **Toxicant management.** Organizer: **Brian Fleming**, leaf business development manager, BAT, Moderator: **Brian Fleming**. Panelists: **Mike Ogden**; **Sudhanshu Patwardhan**.

14:15 – 15:45 (1 hour and 30 minute sessions)

Session #17 E-cigarettes: advertising and promotion. Organizer: **Marina Murphy**, BAT; Moderator: **Marina Murphy**; Panelists: **Clive Bates**, **Joe Gitchell**; **Tony Scanlan**, CEO, Gamucci; **Patricia Kovacevic**, **Charles Hamshaw-Thomas**, business development and corporate affairs director, Zandera Ltd., (E-lites)

Session #18 Regulating potentially reduced-risk products Organizer: **Jim Arnold**, director of external affairs, R&D, PMI. Moderator: **Jim Arnold**, Panelists: **Patrick Basham**; **Kgosi Letlape**; **Scott Ballin**;

Session #19 Consumers: What do they want/need? Organizer: **Ron Tully**; Moderator: **Mark Littlewood**, director general, London Institute of Economic Affairs; Panelists: **Carl Phillips**; **Simon Clark**; **David R. Peterson**, president/owner Electra Vapor, Inc; **Ron Tully**

Session #20 Infestation. Organizer: **Nico Vroom**, managing director, head of R&D, Eco2; Moderator: **Michiel Reerink**. Panelists; **Lea Scott**; **Jim Kirke**, **Brian Fernandes**, operations director, CWT-ASI

15:45 – 16:05 – Coffee & networking ([Eisenhower Parlor](#))

16:05 – 17:20 (1 hour and 15 minute sessions)

Session #21 Comprehensive nicotine policy. Organizer: **Mike Ogden**; Moderator: **Mike Ogden**; Panelists: **David O'Reilly**; **Jed Rose**; **Jim Solyst**

Session #22 FCTA and ENDS/Nicotine. Organizer: **Nataliya Prongue**, global regulatory strategy director, JTI; Moderator: **Nataliya Prongue**; Panelists: **Clive Bates**; **Charles Hamshaw-Thomas**; **Ian Jones**; **Dudley Stephens**, vice-president planning and business development, Universal Leaf Tobacco

Session #23 Eliminating child labor: Organizer: **Kirsty Green-Mann**, head of corporate responsibility, Imperial Tobacco Company; Moderator: **Kirsty Green-Mann**; Panelists: **Simon Steyne**, ILO, IPEC; **Sonia Velazquez**, executive director, ECLT; **Antonio Abrunhosa**, president, International Growers Association, **Barbara Martellini**, assistant vice president, corporate affairs, Universal Leaf; **Graham Kayes**, executive vice president, business relationship management and Leaf, Alliance One International (AOI)

Session #24 FDA: Five years of the Tobacco Control Act. Organizer: **Patricia Kovacevic**; Moderator: **Patricia Kovacevic**; Panelists: **Kevin Altman**, technical consultant, US Council of Independent Tobacco Manufacturers of America, (CITMA); **Jim Swauger**, vice-president, regulatory oversight, RAI Services Co; **Will Woodlee**, law associate, KKB; **Gerry Masoudi**, former FDA chief counsel

[Delegates return to plenary for finale \(Theatre\)](#)

17:30 – 17:50 – Keynote - David O'Reilly, BAT

17:52 – 18:00 – Elise Rasmussen: official close of conference

**18:00: Evening Activities: Reception and Dinner (sponsored by Lorillard)
([Kate's Mountain Lodge](#))**

DAY 3 – Saturday 4 October

**09:00 – Networking breakfast with Mark Littlewood and Patrick Basham
(sponsored by Universal Leaf Tobacco Co.) ([Eisenhower Parlor](#))**

09:00 –GTNF Golf Tournament (sponsored by RAI)

12:00 Networking Area closes