



8 – 9 November 2011
 Messe München
 International, Germany



Day 1 - Regulation And How It Impacts The World Market

- 10:00** Welcome and introduction
 Carlo Sacchetto, FETRATAB (Secretary General)

- 10:05** Key Note Speech
 PMI, TBA

- 10:35** FCTC regulations from the WHO
 TBA, WHO (Communication Officer invited)

- 11:05** Update and outlook on EU regulations
 Antonella Pederiva, Secretary General of CECCM, European Confederation of Cigarette Manufacturers

- 11:35** Coffee Break

- 11:50** Regulation and the tobacco supply chain: a domino effect ?
 François Vedel, (Unitab, European Tobacco Growers' Association Secretary Delegate), Daria Cibrario, (EFFAT, European Tobacco Trade Unions Political Secretary, ex ILO ex IU), Barbara Martellini, (Ultoco Services, Assistant Vice President Corporate Affairs)

- 12:20** "Pack Space Appropriation and Plain Packaging - the unintended consequences"
 Bede Fennell, BAT (International Regulatory Affairs Manager)

- 12:50** Lunch

- 02:30** Illicit trade - driven by regulations
 Adrian Welsh, ITG (Director, Commercial Integrity)

- 03:00** The impact on farmers of the FCTC regulations
 Antonio Abrunhosa, ITGA - International Tobacco Growers Association (CEO)

- 03:30** Coffee Break

- 03:45** What have bans produced to date: display; ingredients
 Carlo Stagnaro, Director of Research and Studies, Bruno Leoni Institute

- 04:15** Chairmans Close
 Carlo Sacchetto

Day 2 - Market, Finance & Science

- Chairmans Welcome
 Carlo Sacchetto

- 10:00** Production and consumption - present and future
 Zora Milenkovitch, Head of Tobacco Research, Euromonitor

- 10:30** FDA Center for Tobacco Products - An Overview
 Lynn Braddock, PE & Michael Koenig, Ph.D, US Food and Drug Administration, Center for Tobacco Products

- 11:00** Coffee Break

- 11:15** Can tobacco ingredients increase the "addictiveness" of tobacco products?
 Neil Sherwood, JTI (Scientific and Regulatory Affairs)

- 11:45** Hard science - as a basis for regulations
 Steve Purkis, Senior Scientist (ITG) (President of the Coresta Smoke Science Study Group)

- 12:15** Lunch

- 02:15** Regulations - the challenge for cigarette papers: LIP/FSC
 Hubb Vizee, Manager Regulatory Affairs-Delfortgroup

- 02:45** Regulations - from the filters side
 Tony McCormack, Senior Manager - New Technologies, Filtrona

- 03:00** Coffee Break

- 03:30** Patents in the tobacco field
 Michelangelo Marzano, European Patent Office

- 04:00** Moisture and density measurement in Tobacco
 Andre Tews, Executive Manger, Tews

- 04:15** The importance of leaf tobacco in financial terms in the tobacco industry
 Mr.C.Subba Rao, I.F.S, Executive Director, Tobacco Board of India,

- 04:30** Chairmans close
 Carlo Sacchetto

Subject to change