

Again this year GFN provides the platform for discussion and debate across many sectors for the growing number of delegates, who have come from Europe, Middle East, China, Central and South-east Asia, North America, Africa and Australasia. Many are key opinion leaders, or have other significant roles in promoting tobacco harm reduction. This unique international event affords consumers, scientists and researchers, regulators, parliamentarians, policy analysts and manufacturers the opportunity to get together to discuss the future of tobacco harm reduction. We believe it is genuinely **'the only place where science and policy meet'**.

The overall theme for this year is **'a different kind of endgame'** – an allusion to safer nicotine products bringing about an end to smoking, but not in a way envisaged by many in tobacco control, who believed this could happen solely by increasing the pressure on smokers and on the tobacco industry.

The scene is set for lively exchanges. ● Will safer nicotine products bring an end to smoking? ● Will market forces and consumer choice bring about individual and public health benefits? ● What is the evidence for how e-cigarettes and snus are driving down smoking? ● What is the evidence for e-cigarettes and harm reversal? ● How can e-cigarettes be integrated into conventional stop smoking services? ● What changes are occurring in the global e-cigarette industry? ● What is happening about e-cigarette standards – for example in France, the UK and now with the Centre Européen de Normalisation? ● How are Chinese companies responding to European regulatory developments? ● What is the situation regarding e-cigarettes within China? ● What changes are occurring in tobacco companies as they shift to safer nicotine products - will tobacco companies transform into nicotine companies? ● What will be the next generation of safer nicotine products? ● What kinds of regulatory environments will help safer products proliferate and help bring about an end to smoking? ● Will regulation globally have the effect of killing e-cigarettes and favouring smoked tobacco? ● How can we engage public health leaders? ● What will governments do when tax revenues from cigarettes reduce – what plans are there in Europe to tax e-cigarettes? ● What are the options in countries (as in Australia) that currently prohibit nicotine? ● How can we get better science on e-cigarettes, and challenge bad science?

All these questions and more will be addressed in presentations and sessions over the two days and there will be ample opportunity for you to contribute as well.

Once again we also have a selection of posters, where you have the opportunity to find out about current research and projects in the fields of science and policy. We hope that you will take the time to browse these during the conference and to discuss the points raised in them with the authors.

GFN PATRON - MR HON LIK



This year GFN has a number of awards to announce. Firstly we are delighted to install **Mr Hon Lik**, the inventor of the modern e-cigarette, as the Patron of GFN.

Hon Lik is the Chinese pharmacist who invented the electronic cigarette. In 2001, while using high-dose nicotine patches to help himself stop smoking, he devised a system on a large console, using food additives as solvents. The challenge was managing to scale the mechanism down to a miniature size, suitable for a hand-held cigarette-sized device, and getting the right dose of nicotine, while also getting the right odours from additives.

In 2000, he came up with the idea of using a piezoelectric ultrasound-emitting element to vaporize a pressurized jet of liquid containing nicotine diluted in a propylene glycol solution. Hon also proposed placing the liquid in a disposable plastic cartridge, which serves as a reservoir and mouthpiece. These inventions are the basis of the present-day electronic cigarettes. In 2003, Hon filed the first patent in 2003 in China for the device and the first electronic cigarette was manufactured that year in Beijing.

YOUNG INVESTIGATOR AWARD

This year's Young Investigator Award is presented to **Dr Christopher Russell**, a psychologist working at the Centre for Drug Misuse Research, Glasgow, Scotland.

Dr Russell has developed a significant number of studies in the area of nicotine science over the last two years including research on users' early experiences of e-cigarettes and perceived health risks and benefits, modelling the effect of e-cigarettes on the health of smoking and non-smoking sub-populations, modelling the chronology of smoking and vaping initiation and quitting, systematic reviews of the health effects of co-occurring tobacco and cannabis smoking, and research assessing the evidence for the effectiveness of plain tobacco packaging in Australia.



Dr Russell has also developed a 'Nicotine Science Toolbox', an online 'library' that provides researchers with guided access to a wide range of survey and questionnaire instruments for measuring cognitive and behavioural constructs known to influence individuals' decisions to start, stop and restart smoking and vaping. He has published research on theories of addiction, interpretations of scientific evidence supporting the disease and choice models of tobacco addiction, issues regarding free will and responsibility for behaviour, and research on public education and misinformation on the nature of volitional and compulsive tobacco use.

You can read more about all the GFN Awards on the conference website gfn.net.co

VAPING ADVOCATES OF THE YEAR AWARDS

A new category of award is introduced this year: 'Vaping Advocates of the Year'. The awards, judged by an international panel of consumers, are made in two categories:

- a consumer advocate with no prior background of advocacy or experience in the field of public health;
- an advocate for e-cigarettes, who may or may not be a vaper, who has promoted the cause of vaping as a tobacco harm reduction strategy using their background in science, health, advocacy or academia.

The GFN organisers are delighted to announce that the winner in the first category is **Jens Mellin**, a consumer advocate and blogger, from Germany. In the second category the winner is **Professor Bernd Mayer**, from the University of Graz, in Austria.



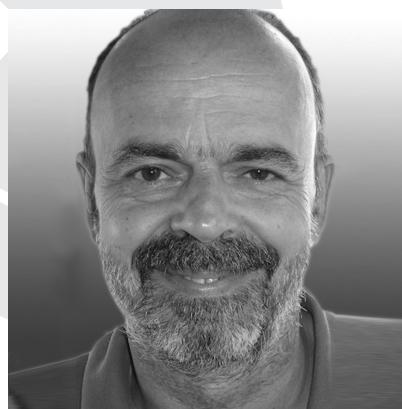
Jens Mellin

Jens was born in Germany, in 1971 and is a married father of two. He left school in 1990 and spent the following 12 years as a seafarer. He then undertook professional training in nautical law and physical sciences and is now an instructor in post-graduate education, specialising in global distress and safety systems.

A vaper since 2011, after 25 years of smoking, Jens describes his experience:

'I've been able to switch to e-cigarettes from one day to the next. I became aware that my body recovered massively within the space of a few weeks. I started to investigate available studies, which convinced me I had made the right decision. Simultaneously I became aware of horrible and often incomprehensible lies, half-truths and cherry picking in media coverage concerning e-cigarettes.

It was as result of this I started my blog "Zwischen und hinter den Zeilen der Tabak, Pharma und Gesundheitslobby" (between and behind the lines of the tobacco, pharma and health lobby) to highlight good and bad science around e-cigarettes.'



Professor Bernd Mayer

Bernd was born in Austria, in 1959 and is a married father of four. He graduated in Chemistry and Physics, in 1981 and received his PhD, from the University of Graz, in 1983. He remained at the university, as a research assistant, until 1987, when he moved to the free University of Berlin, where he undertook post-doctoral research in the Dept. of Pharmacology.

Returning to the University of Graz in 1991, Bernd held a number of teaching and administrative positions and was appointed to his current post, Professor of Pharmacology and Toxicology, in 1999.

Bernd has received numerous awards for his work and is a widely published author, with over 300 peer-reviewed publications. His research interests, which include cardiovascular function and lipid metabolism, lead him to take an interest in the science of nicotine. He has been a consistent critic of 'bad science' and has published a number of critiques of studies on his blog <http://www.bernd-mayer.com/>

As a contributor to Vapourtrails TV, Bernd has become well known to consumers of nicotine as a 'safe pair of hands' when it comes to the critical appraisal of the science.

MICHAEL RUSSELL ORATION 2015: DELIVERED BY DR DEREK YACH



The Michael Russell Oration has been established as an annual event, delivered to honour the work and memory of **Professor Michael Russell**, one of the pioneers in the study of smoking behaviour, clinical interventions and public policy action, who died in 2009.

Michael Russell, a psychiatrist and research scientist, was a pioneer in the study of tobacco dependence and the development of treatments to help smokers quit. The enduring impact of his work is likely to place him among the foremost clinical public health scientists of the twentieth century.

He was born in Cape Town, South Africa, and whilst working in London at the Institute of Psychiatry between 1969 and 1998, he conducted a number of highly original studies that revolutionised our understanding of both the pharmacological and psychological basis of tobacco smoking. For public health the interventions and treatments he developed have had an enormous impact throughout the world, in reducing the morbidity and mortality caused by tobacco. In the UK his work formed much of the evidence base that inspired the new NHS Stop Smoking services, launched in the year after his retirement.

He argued that while the tobacco industry remained free to market cigarettes, millions of lives would be prematurely ended, especially in the growing markets in developing countries, before sufficient numbers of smokers could quit. Based on the knowledge that pure nicotine carries little health risk, but is the main reason why people smoke, he advocated the development and promotion of safer nicotine products to the exclusion of cigarettes, to reduce the majority of harm caused by ingesting the non-nicotine toxins in burning tobacco. Michael Russell is the person who did most to lay the foundations for tobacco harm reduction that drives much research in the field today.



This year's oration will be delivered by **Dr Derek Yach**, who led the initial development of the Framework Convention on Tobacco Control (FCTC) at the World Health Organization (WHO) and is currently Executive Director of the Vitality Institute - a think tank focusing on health promotion and chronic disease prevention. The title for this year is **"Defining the endgame: why we must separate nicotine from tobacco control policy."**

Dr Yach has focused his career on advancing global health and tackling tobacco control at national and international levels. He currently leads the Vitality Institute, an evidence-driven and action-oriented research organisation, founded by Discovery Holdings and dedicated to health promotion and the prevention of chronic disease to build a culture of health.

In addition to holding senior positions within both international organisations and industry, Dr Yach established the Centre for Epidemiological Research at the South African Medical Research Council. He has authored or co-authored over 200 articles covering the breadth of global health, and continues to publish regularly on topics including but not limited to tobacco control, e-cigarettes, workplace health, and the importance of cross-sector collaboration for improved population health. He serves on several advisory boards including those of the Clinton Global Initiative, the World Economic Forum and the Wellcome Trust's Sustaining Health Initiative, and was nominated in September 2014 as the Chair of the World Economic Forum's Global Agenda Council on Ageing.

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FRIDAY, 5 JUNE

Media briefing and media interviews

BALTIC 2
9:00 - 9:45

Organised by Knowledge-Action-Change

SATELLITE 1: Science and Policy Update

BALTIC 1
10:00 - 13:00

Chair: **Bernd Mayer**, Austria

Tord F Vedoy	Norwegian Institute of Drug and Alcohol Research (SIRUS), Norway	<i>The elusive gateway effect: what do we mean when we talk about nicotine as a gateway drug?</i>
Gunnar Sæbø	Norwegian Institute of Drug and Alcohol Research (SIRUS), Norway	<i>The notion of denormalisation in tobacco policy: a critical assessment in light of e-cigarettes and the possible renormalisation of smoking behavior</i>
Jennifer J. Ware and colleagues	MRC Integrative Epidemiology Unit, University of Bristol, UK	<i>Investigating the causal effect of coffee consumption on smoking behaviour</i>
John D. Pritchard	Imperial Tobacco, UK	<i>Scientific basis for rational policies on vaping in public places</i>
Bruce Clark	Philip Morris International R&D, Switzerland	<i>Assessment of the tobacco heating system (THS) 2.2, a candidate modified risk tobacco product: from concept to early clinical data</i>
Christopher Russell & Tiffany Hamilton-Barclay	Centre for Drug Misuse Research, UK	<i>Perceived harm reduction benefits of even brief, first time use of an e-cigarette by current smokers</i>
Konstantinos Farsalinos	Onassis Cardiac Surgery Center, Greece	<i>Pitfalls in e-cigarette research methodology, presentation and interpretation: lessons from the current literature</i>

SATELLITE 2: Product Standards - Progress towards standards for nicotine delivery devices

CONGRESS HALL
10:00 - 13:00

Chair: **Peter Beckett**, UK

Part I - "Finding Goldilocks"; what kind of standards regime is "just right" for the vapour industry? Keeping things in perspective

Alberto Simeoni	CEN-CENELEC, Belgium	<i>European standard setting for e-cigarettes - CEN TC 437</i>
Katherine Devlin	ECITA, UK	<i>The British Standard Institute standard for e-cigarettes - PAS 54115</i>
Yushu Zhu	Ruvian Ltd, China	<i>Standards in China, meeting the challenge of a regulated market</i>
Clive Bates,	Counterfactual Consulting, UK	<i>first responder</i>
Joe Gitchell	Pinney Associates, USA	<i>second responder</i>

Part II - "Lessons from elsewhere"; what can the vapour industry learn from other sectors?

Jack Henningfield	Pinney Associates, USA	<i>OTC medicines in the USA</i>
David Sweanor	University of Ottawa, Canada	<i>Lessons from the history of product regulation</i>
Inger Wahlberg	IWG Consulting, Sweden	<i>Snus and GothiaTek</i>
Lou Ritter	AEMSA, USA	<i>first responder</i>
Monica Vialpando	Liberty Flights, UK	<i>second responder</i>

Chair's closing remarks

SATELLITE 3: Consumer Advocacy - policy updates and campaignsPart One - Chair: **Kevin Molloy**, UK

Based on country reports, a review and discussion of the current state of advocacy and identification of the key issues for consumers and advocates, in the light of the proposed regulatory regimes and frameworks across the globe

BAL TIC 3
10:00 - 13:00Part Two - Chair: **Paddy Costall**, UK

Masterclass presentations and discussion on campaigning and communications

Satellite 3 is hosted by SUEP and organised by NNA

SATELLITE 4: SWITCHING AND QUITTING: KEEPING MY OPTIONS OPENChair: **Donna Darvill**, Australia

A panel discussion providing practical insights and advice to those working in, managing, or using mainstream health and smoking cessation services

BAL TIC 2
11:30 - 13:00**Linda Bauld** University of Stirling, UK *Smoking cessation services and e-cigarettes***Louise Ross** Leicester Stop Smoking Service, UK *Leicester – the first UK e-cigarette-friendly stop smoking service***Riccardo Polosa** University of Catania, Italy *Vaping shops and smoking cessation***Lunch**

13:00 - 14:30

Science posters - meet the poster presenters

Opening Session**Delon Human** Switzerland Conference Chair's Introduction**Hon Lik** China Welcome Address from Conference Patron**Andrzej Sobczak** Poland Presentation of the Young Investigator AwardCON GRESS HALL
14:30 - 15:30**The Michael Russell Memorial Oration 2015****Derek Yach**, South Africa:*"Defining the endgame: why we must separate nicotine from tobacco control policy"***Plenary Session 1****A Different Kind of Endgame (1)****Can safer nicotine products hasten an end to smoking - what is the evidence?**Chair: **Delon Human**, Switzerland**Karl Lund** SIRUS, Norway *The Scandinavian experience: evidence for the impact of snus on smoking***Ann McNeill** National Addictions Centre, UK *Recent evidence on e-cigarette use and its contribution to public health in the UK***Marewa Glover** Massey University, Auckland, New Zealand *E-cigarettes and vaping in New Zealand*CON GRESS HALL
15:30 - 16:30**Networking Reception**

drinks and canapés

SATURDAY, 6 JUNE

Plenary Session 2

CONGRESS HALL
9:30 - 11:00

A Different Kind of Endgame (2) Safer nicotine products – products, industry, policy and engagement

Chair: **Rebecca Taylor**, UK

Terry Hu CECMOL, China *The e-cigarette industry in China: History and development*

Jed Rose Duke University Medical Center, USA *Modified risk products*

Barnaby Page ECigIntelligence, UK and Spain *Analysis of the e-cigarette industry*

11:00 - 11:15 Tea & Coffee Break

Parallel Session 1

CONGRESS HALL
11:15 - 12:30

A Moral Maze - the ethics and realities of the new stakeholder landscape (a moderated panel discussion)

Chair: **Gerry Stimson**, UK

Martin Dockrell UK *Public health stakeholders*

Linda Bauld UK *The new research landscape*

Joe Gitchell USA *Working with nicotine companies*

Jean-François Etter Switzerland *Responder*

Parallel Session 2

BALTIC 1

'It really is about me' - vaping, snus, pleasure, politics and health (a moderated panel discussion)

Chair: **Lorien Jollye**, UK

Carmen Escrig Spain *Getting support from medical professionals*

Simon Thurlow UK *Engaging with politicians*

Nathalie Dunand France *Promoting social activism*

Patryk Betzak Poland *Legal challenges*

12:30 - 13:30 Lunch

Plenary Session 3

CONGRESS HALL
13:30 - 14:45

A Different Kind of Endgame (3) What does the science tell us?

Chair: **Deborah Arnott**, UK

Riccardo Polosa University of Catania, Italy *E-cigarette use: implications for harm reversal*

Linda Bauld University of Stirling, UK *Young people and reduced risk products*

Konstantinos Farsalinos Onassis Cardiac Surgery Center, Greece *From first to fourth generation products and beyond*

14:45 - 15:00 Tea & Coffee Break

Plenary Session 4

CONGRESS HALL
15:00 - 16:30

A Different Kind of Endgame (4) Getting the regulation and policy right globally

Chair: **Delon Human**, Switzerland

Clive Bates Counterfactual Consulting, UK *Prohibition or profit motive? Competing visions for the endgame*

Vaidotas Linkevicius Policy Matters, Lithuania *EU tax policy and e-cigarettes: an inevitable increase of taxation?*

Attila Danko Medicaid Family Medical & Accident Centre, Australia *Australia's war on vapour; no endgame in sight*

Sally Satel American Enterprise Institute for Public Policy Research, USA *GFN 2015 - a personal overview*

Closing Session

Delon Human Switzerland *Closing Remarks from the Conference Chair*

Hon Lik China *Closing remarks from the Conference Patron*

Clive Bates, Counterfactual Consulting, UK

Clive Bates has had varied career having worked in the private sector for IBM, in the UK government in Tony Blair's Strategy Unit, the United Nations in Sudan, for Greenpeace and for Action on Smoking and Health in the UK, which is why he is interested in smoke free alternatives to tobacco. Since early 2013 he had his own public interest consultancy and advocacy organisation, including the Counterfactual blog. He is interested in the enormous public health potential of tobacco harm reduction and is not engaged by pharmaceutical, e-cigarette or tobacco interests.



Linda Bauld, University of Stirling and UK Centre for Tobacco and Alcohol Studies, UK

Professor of Health Policy at the University of Stirling, Director of the Institute for Social Marketing and Deputy Director of the UK Centre for Tobacco and Alcohol Studies. She has a background in applied policy research and for the past 15 years her research interests have centred on the evaluation of public health interventions. She has conducted studies on drug and alcohol use, inequalities in health and, most notably, on tobacco control and smoking cessation. She is a former scientific adviser on tobacco control to the UK government and currently chairs a number of public health advisory and funding committees for NICE, Cancer Research UK and the Scottish government.



Patryk Betzak, Vaper, Polish Coordinator of EFVI, co-founder of SUEP, Poland

Vaper since 09.2012, very active in fighting against new TPD regulations. Polish coordinator of European Free Vaping Initiative (EFVI) and one of founders of SUEP (Polish Vapers Association). Absolutely in love with e-cigs, trying to spread them among smokers as much as possible. Also owner of small online e-cigarettes store.



Bruce Clark, Philip Morris International, Switzerland

Dr Clark is Vice President of Regulatory and Scientific Affairs at Philip Morris International where he leads PMI's global efforts to attain regulatory approval and marketing authorization for Reduced Risk Products (RRPs). In this role he also has oversight of PMI's RRP external scientific engagement activities for RRP within the regulatory, public health and scientific communities. Dr Clark is also involved in defining and setting the R&D strategy for RRP Quality Assurance activities to ensure that PMI's RRP efforts anticipate and meet evolving global regulatory requirements.



Attila Danko, Medicaid Family Medical & Accident Centre, Australia

Experienced General Practitioner in Ballarat, a regional city in Australia. Over the last few years, several of his patients have surprised him by being able to give up smoking using electronic cigarettes when all other methods had failed. Inspired by the potential revolution in smoking cessation this represents, and appalled by the prohibitionist policies of his country, he began to advocate for the liberalisation of laws in Australia that effectively ban nicotine containing electronic cigarettes. He is in the preliminary stages of working with Prof. Ron Borland, Nigel Gray Distinguished Fellow in Cancer Prevention at Cancer Council Victoria, Australia, on an upcoming study on e-cigarettes.



Katherine Devlin, ECITA, UK

Katherine Devlin is the President of the Electronic Cigarette Industry Trade Association, the longest running e-cigarette trade association anywhere in the world. Together with ECITA's Chief Scientific Officer, Tom Pruen, she produced the Industry Standard of Excellence in 2010, the first ever e-cigarette industry standard. It was backed up by a rigorous auditing process that remains in place today, and is still used by Trading Standards as a guide for their enforcement work. Katherine and Tom provided Technical Authorship for PAS 54115, the first comprehensive electronic cigarette standard in the world, slated for publication in May 2015 (in the UK).



Martin Dockrell Tobacco Control Lead, Public Health England, UK

Martin has been involved in public health since the mid 1980's. He started in community based responses to HIV/AIDS and moved through respiratory health and patient advocacy to tobacco control. He is former Director of Policy & Research at Action on Smoking and Health.



Carmen Escrig, Medical Organizations Supporting Vaping and Electronic cigarettes (MOVE), Spain

Carmen received her PhD in Cell Biology and Genetics at the Autonoma University of Madrid. She conducted research projects in molecular virology at INIA (Spain) and the College of Veterinary Medicine at the University of Maryland (USA). As a provaping activist, she is EFVI Spain and MOVE promoter and coordinator. Founder and scientific advisor for several Spanish associations related to e-cigs Carmen has written several reports for different associations and online publications. She has recently been included in the Spanish Committee of experts to regulate the quality and safety of electronic cigarettes European standards, under the European Committee for Standardization (CEN).



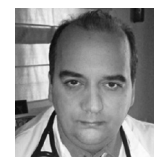
Jean-François Etter, University of Geneva, Switzerland

JF Etter has over 20 years of conducting research on smoking etiology, prevention and cessation. He has published widely on smoking cessation trials and various psychological questions related to tobacco dependence and smoking cessation (h index=33). He is an internationally known expert on e-cigarettes. He has published a comprehensive book on e-cigarettes and is credited with publishing some of the first scientific papers on the reasons and patterns of e-cigarette use. JFE's basing training was in political science and public health. He is professor at the Faculty of Medicine of the University of Geneva, Switzerland.



Konstantinos Farsalinos, Onassis Cardiac Surgery Center, Athens, Greece

Cardiologist, researcher at Onassis Cardiac Surgery Center in Athens-Greece and at Medical Imaging Research Center, University Hospital Gathuisberg in Leuven-Belgium. His main research interests are new modalities in cardiovascular imaging and he has received a scholarship from the Greek Society of Cardiology for research and education in this field. He has studied the effects of smoking on subclinical cardiac dysfunction using new imaging techniques since 2010. He has been actively performing research on electronic cigarettes since 2011 as a principle investigator, in both clinical and laboratory levels.



Joe Gitchell, PinneyAssociates, USA

Joseph (Joe) G. Gitchell serves as President at PinneyAssociates, and leads the Marketing Strategy team. Joe leads efforts supporting regulatory approvals, conducting public policy analysis, developing marketing approaches, devising, refining and defending claims and providing input on strategic market opportunities and directions. He has worked for clients in the US, Europe, Latin America, Asia and the Middle East. A co-author on almost 40 articles, Joe has been published in journals including Tobacco Control, Preventive Medicine, Addiction, Archives of Internal Medicine and Morbidity and Mortality Weekly Report.



SPEAKERS' BIOS



Marewa Glover, University of Auckland, New Zealand

Dr Marewa Glover works at the University of Auckland's Centre for Tobacco Control Research. Since her award-winning doctoral research on Māori smoking cessation in 2000, she has led and supported many tobacco control and Māori health research projects. Dr Glover has been trying to help smokers quit the habit for more than 17 years. Her project WERO is a group stop smoking contest that uses iPad and iPhone apps to get teams of people quitting smoking together, and is just one intervention aimed at halving the number of Māori and Pacific smokers by 2020. The project was one of 12 to qualify for the Spark \$100K Challenge in 2011.



Jack Henningfield, PinneyAssociates, USA

Jack Henningfield is Vice President, Research, and Health Policy at PinneyAssociates, and Adjunct Professor of Behavioral Biology, in the Department of Psychiatry and Behavioral Sciences at The John Hopkins University School of Medicine. He served on FDA's first Tobacco Products Scientific Advisory Committee (TPSAC) from 2010 to 2011, and the World Health Organization's first Tobacco Regulation Study Group and its predecessor the Scientific Advisory Committee on Tobacco Regulation from 2000 to 2014. Before PinneyAssociates, he headed the Clinical Pharmacology Branch of the National Institute on Drug Abuse.



Terry Hu, CECMOL, China

Terry Hu is the leader of CECMOL, which is China's largest E-cigarette industry portal and mobile information platform. He is a social observer and promoter committed to human health and high quality of life, the founder of China's first CECMOL E-cigarette Forum, and the organizer of China's first CECMOL Vapor Expo. He contacts the relevant Chinese government departments and tobacco companies, organizes and promotes the discussion and setting of China's E-cigarette industry standards. He expands the influence and cognition of E-cigarette amongst consumers to reduce the harm from consuming tobacco, and strives for improving the quality of life for Chinese people.



Vaidotas Linkevičius, Policy Matters, Lithuania

Vaidotas Linkevičius is an expert in EU policy-making currently advising large multinational companies on EU taxation policy, financial services/consumer credit affairs, data protection and digital single market issues. From 2007, he was Attaché for Fiscal Affairs at the Permanent Representation of Lithuania in Brussels dealing with a wide variety of EU tax files. During the Lithuanian EU Presidency in 2013 he was one of the main designers of the tax agenda for the Presidency. Vaidotas chaired EU Council Working Groups on tax issues and financial services dossiers covering highly political issues and technically complex topics.



Karl Lund, Norwegian Institute for Alcohol and Drug Research (SIRUS), Norway

Research Director at the Norwegian Institute for Alcohol and Drug Research since 2006. Involved in tobacco control work since the mid 1980s, working at the Norwegian Council on Tobacco or Health, the Norwegian Institute for Public Health, and the Norwegian Cancer Society. Received the Norwegian Medical Association's Award in preventive medicine in 2002. Member of several expert committees on tobacco control including WHO's International Agency for Cancer Research (IARC) and the executive committee of the International Society for the Prevention of Tobacco Induced Diseases. Associate editor in the scientific journal Nicotine & Tobacco Research since 2011.



Ann McNeill, King's College London, UK

Professor Ann McNeill is a British academic and tobacco policy expert. She is currently a Professor of Tobacco Addiction in the National Addictions Centre at the King's College London Institute of Psychiatry, Psychology & Neuroscience and Deputy Director of the UK Centre for Tobacco and Alcohol Studies. McNeill has devoted her career to reducing the harmfulness of smoking to individuals and society and has worked in prevention, cessation and harm reduction, in particular how to reduce the health inequalities caused by smoking. McNeill is a Council member of Action on Smoking and Health and is a trustee of the Society for the Study of Addiction and of Tobacco Free Futures.



Barnaby Page, EcigIntelligence, UK

Barnaby is a journalist with 30 years' experience including roles at Media Week, aka.tv, TechWeb.com, and Casino International; he has been a reporter and editor on numerous magazines and broadsheet newspapers in Britain, Canada and the Middle East, specialising in business, technology/innovation, marketing and regulation.



Riccardo Polosa, University of Catania, Italy

Director of the Institute for Internal and Emergency Medicine of the University of Catania in Italy. He is also in charge of the University's Centre for Tobacco Research (CPCT), and Honorary Professor of Medicine at Southampton University (UK). He is author of more than 250 peer reviewed articles and books mainly covering respiratory medicine, clinical immunology, and tobacco addiction. He and his research team have lead several clinical trials on e-cigarettes. Riccardo serves as chief scientific advisor for LIAF, the Italian Anti-Smoking League.



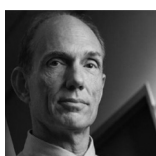
John Pritchard, Imperial Tobacco Limited, UK

John is Scientific Regulatory Liaison Manager with Imperial Tobacco Limited, based in the UK, where he is responsible for a team of regulatory scientists and commissions studies to advance knowledge relevant to current regulatory issues. John has a background in Pharmacology and Toxicology, and was previously a Toxicologist for a UK Public Health Agency and has also worked in Pre-Clinical Safety Assessment at an International Contract Research Organisation. John has co-authored several recent publications and presentations on e-vapour products



Lou Ritter, American E-Liquid Manufacturing Standards Association, USA

As elected President of the American E-liquid Manufacturing Standards Association (AEMSA), Lou Ritter serves as an unpaid volunteer. His Urban Planning background included functioning as a liaison between private and public sectors. After quitting smoking, using e-cigarette products, he committed to this opportunity to advance tobacco harm reduction. Lou has no financial involvement in the industry. October 2012 - AEMSA launched as a nonprofit 501(c)(6) professional trade association establishing the world's first (and only) self-regulation verifying e-liquid standards.



Jed Rose, Duke Center for Smoking Cessation, USA

Dr. Rose is the Director of the Duke Center for Smoking Cessation and a Professor in the Department of Psychiatry and Behavioral Sciences at Duke University Medical Center. A main focus of his research program has been the elucidation of the role of sensorimotor cues and the CNS effects of nicotine in reinforcing cigarette smoking behavior. He is co-inventor of the nicotine skin patch and other treatments for smoking cessation. His primary research goals are to elucidate the biological mechanisms underlying tobacco addiction and to promote the development of more effective treatments.

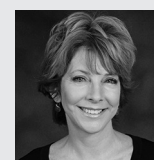
Louise Ross, Stop Smoking - Leicester City Council, UK

Louise Ross is the Stop Smoking service manager for Leicester City, working for Leicester City Council while maintaining strong links with all NHS bodies in the area. She has worked in smoking cessation and tobacco control for over ten years. Previously she had managed a large care home for people with learning disabilities for almost 30 years, and this career change, an opportunity that disproves the theory that one needs a life-plan to be happy, has been a fantastic opportunity to influence people's health for the better. Initially suspicious of e-cigs, since 2013 she became a committed advocate of listening to the general public.



Sally Satel, American Enterprise Institute for Public Policy Research, USA

Dr. Sally Satel is a resident scholar at AEI and the staff psychiatrist at a local methadone clinic in D.C. Dr. Satel was an assistant professor of psychiatry at Yale University from 1988 to 1993 and remains a lecturer at Yale. From 1993 to 1994 she was a Robert Wood Johnson policy fellow with the Senate Labor and Human Resources Committee. She has written widely in academic journals on topics in psychiatry and medicine, and has published articles on cultural aspects of medicine and science in numerous magazines and journals.



Gunnar Sæbø, Norwegian Institute for Alcohol and Drug Research (SIRUS), Norway

Gunnar Sæbø is a researcher at the National Institute for Drug Research (SIRUS) in Norway and dr.polit in Media studies from the University of Oslo. A specialist in cultural and media sociology, his projects deal with depictions of tobacco use in legislation and the media, and the influence of such depictions on behavior and public opinion. He has published articles on tobacco use, methodology and basic issues in social science in sociological journals and been an editorial member of the Norwegian journal "Sociology today" (Sociology i dag).



Alberto Simeoni, CEN-CENELEC, Belgium

Alberto Simeoni looks for new opportunities for standardization in the Innovation Department at CEN-CENELEC, the formally recognised organization for standardization in Europe. After having served the Italian standards body for 14 years, he supports CEN-CENELEC to attract new stakeholders and identify new ideas and needs that can be addressed by European standards and other deliverables, in coordination with the National standards bodies. Contacts with the e-cigarettes business associations resulted in the proposal to create in January 2015 the new Technical Committee - CEN/TC 437



David Sweanor, University of Ottawa, Canada, and University of Nottingham, UK

David Sweanor has been actively involved in tobacco and health policy issues since the beginning of the 1980s. He has worked with numerous companies and organisations, including the International Union Against Cancer, World Health Organization, World Bank and the Pan American Health Organization, and currently focuses much of his efforts on risk reduction strategies. He has received both international recognition and prestigious prizes for his work.



Simon Thurlow, IT Security Architect, UK

Simon works in the IT industry as a Security Architect. He has been vaping for three years and became an advocate for ecigarettes as a result of the Welsh Government proposals to ban vaping in public enclosed spaces. He has been actively engaging politicians in Wales with a view to stopping the draconian measures proposed by the Welsh Government, attempting to open their eyes to public health prize that can be achieved through vaping.



Tord Finne Vedøy, Norwegian Institute for Alcohol and Drug Research (SIRUS), Norway

Research interests: Social inequality in smoking and snus use, risk perceptions related to tobacco use, relationship between use of snus and smoking, historical variations in smoking. Vedøy has a PhD in sociology from the University of Oslo, focusing on the diffusion of smoking in Norway, and a Maîtrise in political philosophy from the Université Panthéon - Sorbonne in Paris. He has been employed at the Norwegian Institute for alcohol and drug research since 2008 and is now working as a researcher on projects examining educational differences in smoking and pathways between snus use and smoking.



Monica Vialpando, Liberty Flights, UK

Dr. Monica Vialpando is the Chief Scientific Officer at Liberty Flights, a UK-based e-cigarette company. She received her Ph.D. in Pharmaceutical Sciences from KU Leuven in Belgium. Prior to this role, she worked six years in the pharmaceutical industry for U.S. and European-based companies such as Novartis and Johnson & Johnson. The emphasis of her industrial research was dedicated to formulation strategies for inhalation in both early-to late-stage drug development projects. Given Dr. Vialpando's background and on-going engagement within the commercial, academic, regulatory and social fields, she provides a holistic insight into vaping and its impact.



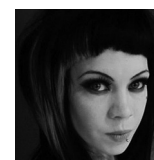
Inger Wahlberg, IWG Consulting, Sweden

Dr Inger Wahlberg received her Ph.D. in chemistry in 1971 and was appointed Associated Professor in organic chemistry in 1974 at the University of Stockholm. She held various positions at the Research Department of Swedish Match for many years and worked as a scientific advisor for Swedish Match until her retirement in 2006. She has published more than 100 peer-reviewed articles in scientific journals covering tobacco chemistry and natural products chemistry in general. Inger is currently a consultant specialized on issues relating to tobacco and public health.



Jennifer Ware, University of Bristol, UK

Dr Jen Ware is a Research Fellow in Molecular/Genomic Epidemiology at the University of Bristol. She is affiliated with both the Tobacco and Alcohol Research Group and the Medical Research Council Integrative Epidemiology Unit at the University of Bristol. Her research is focused largely on the development of techniques to identify and explore associations between genetic variants and drug use (including careful refinement of phenotype), and the use of Mendelian randomisation to explore causal links between drug use and a range of health and socio-economic outcomes.



Yushu Zhu, Ruvian, China

Yushu worked in the pharmaceutical industry for 21 years, (15 years in China and 6 years in the UK). He has worked with international pharmaceutical and biotechnology companies on custom strategies for drug development and manufacturing. He has been a regular speaker at many international pharmaceutical conferences, and was also a columnist for a leading Chinese pharmaceutical journal. Yushu is a UK Chartered Marketer 2004-2015 and a Member of the Chartered Institute of Marketing of UK.



