



UKVIA **Forum2020**

Time for Change: Time to Act

SCHEDULE

No.4 Hamilton Place, London
Wednesday 20th May 2020

2020 promises to be a major year ahead for the UK vaping sector as a new look government sets out to fulfil its Manifesto promises and to deliver Brexit.

Will political uncertainty be replaced by political opportunity for the vaping sector post the recent election? How can political change act as the catalyst for turning around the misinformation that has been spread about vaping? Can the industry seize the post-Brexit opportunity to review EU restrictive regulation? How can the sector win 'majority' support within the public health community?

All these and many more questions will be responded to and debated at this year's UKVIA Vaping Industry Forum.



SCHEDULE

Conference Opening 09:30 - 09:45

Welcome Speech

Panel Debate 09:45 - 10:30

Facts Not Fiction: Managing the Message

Andrej Kutruff (CEO and Co-founder Evapo), **Patrick Griffin** (editor, Vapouround),
David Higginson (Chief Audience Officer, Reach PLC)

Misleading media headlines and health-scare stories from America have had an adverse impact on UK public perception. What can

we do to 'Manage the Message' and ensure that the media takes a responsible, informed approach to vaping products?

Panel Debate 10:30 - 11:15

'Don't Restrict the Ads, Lift Them'

Christopher Snowden (Head of Lifestyle Economics, Institute of Economic Affairs)

Advertising restrictions severely limit the industry's ability to educate consumers about vaping and dispel the misinformation that is being spread. It also limits the opportunity for targeted promotions aimed at smokers. How

can the industry ensure that current advertising restrictions are revisited and reviewed post-Brexit to enable a major educational and promotional breakthrough for the sector?

Coffee Break

11:15 - 11:45

Panel Debate 11:45 - 12:30

Leading by Example: High Standards, Innovation and Safe Vaping

Dan Marchant (Managing Director, Vape Club), **Philip Le Shirley** (Senior Trading standards specialist),
Tom Challenger-Williams (Quality and technical director, Lumo Liquids)

The vaping industry must aspire to the highest standards. Whether that is in manufacturing, the development of innovative products and

committing to Challenge 25 and the safety of all users, the UK vaping sector should be a leading force.

Panel Debate 12:30 - 13:15

The Vape Economy: Boosting the High Street

Dan Brown (President-elect, Scottish Grocers Federation), **James Dunworth** (Chairman, E-Cigarette Direct)

Vaping has been one of the economic success stories of the 21st Century. With the UK government looking to boost the high street

and pub retail market, how can the vaping industry continue to thrive in the ever changing economic landscape?

Lunch Break

13:15 - 14:15

Official signing of the APPG for Vaping Manifesto

Keynote Speech 14:15 - 14:45

Sir Kevin Barron, Member of the General Medical Council

Panel Debate 14:45 - 15:30

Vape Global: Opportunities and Challenges

Tini Phillips (Managing Director, ECigIntelligence)

Brexit is happening: as the UK embarks on forging trade deals across the world, we look at the opportunities and challenges in the global marketplace – from high potential markets to

issues such as the call by the World Health Organisation (WHO) to ban electronic nicotine delivery systems.

Coffee Break

15:30 - 15:50

Panel Debate 15:50 - 16:35

Vaping - A Healthcare Solution

Sairah Salim-Sartoni (Head of Switching UK, Juul), Ben Potter (Director, ECigWizard)

The vape industry should be at the forefront of the UK's healthcare solution, working with Public Health England, Royal College of Physicians, Cancer Research UK and the NHS to promote smoking cessation. Making the switch can

be life changing, so how can the sector forge stronger relationships with the healthcare community and ensure vaping is a priority on the public health agenda?

Panel Debate 16:35 - 17:20

The Green Vape: The Sector's Role in the Environment

James Beard (Recycling Services Manager, Valpak)

Climate Change is a real, pressing issue that we all should be thinking of. With sustainability at the top of the minds of both the UK public and

government, how can the vaping industry play a key role in enhancing the environment?

Drinks Reception

17.30 onwards