

THIRD GLOBAL FORUM ON NICOTINE

Warsaw, Marriott Hotel



17th & 18th June 2016

Global Forum
on Nicotine

Evidence, Accountability, Transparency



#GFN16

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**A BILLION
LIVES**

European Premiere at GFN - 16 June 2016, Kinoteka

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Message from the GFN 2016 Conference Chair

Issues involving the nature of nicotine, its science, regulation and politics, have become one of the hottest topics in contemporary public policy. We face huge opportunities but also significant potential threats, and all of it while dealing with beliefs that are often both entrenched and ill-informed. There are hundreds of millions of lives, hundreds of billions of dollars and ultimately the reputations of many groups and individuals at stake. Getting a strong grasp of the facts and the key players involved is an essential step in moving in effective directions.

In no place is there a better opportunity to grasp these issues than at the Global Forum on Nicotine. It brings together an exceptional group of knowledgeable and engaged people from the full array of players in this field. People with careers in science, medicine, regulation, public health, marketing, research and development, consumer advocacy, technology and entrepreneurship.

The city is lovely in mid-June, the venue is pleasant and practical, and the opportunities to learn and interact with others is unparalleled. I urge anyone with an interest in the future directions of nicotine to join us for what promises to be another outstanding conference.

David T. Sweanor J.D., Chair of the 2016 GFN



Information for GFN participants

The conference is funded by registrations and has not received any sponsorship from manufacturers, distributors or retailers of nicotine products including pharmaceutical, electronic cigarette and tobacco companies.

This is a multi-stakeholder event – participants include consumers, scientists, regulators, manufacturers and distributors, public health professionals, policy analysts and parliamentarians. Inevitably there will be a wide range of views expressed. We ask you to observe a basic ‘house rule’ that every speaker – whether from the platform, or the audience - deserves to be listened to with courtesy.

GFN is a vaper friendly conference, actively encouraging participation by consumers and advocates. For various reasons this year we have had to introduce a vaping policy, which we hope will accommodate everyone’s needs. The main reasons for this are:

- that some non-vaping delegates last year felt that they were ‘trapped’ with the vapour, which they found unpleasant and distracting, particularly in the plenary and parallel sessions where there are a lot of people packed into a relatively small space;
- that the Polish government are pushing for indoor usage restrictions - there may be regulators present and we would like them to leave with a positive view of vaping and vapers, and indeed of the conference;
- that since last year the majority of experienced vapers have switched to high powered devices and sub-ohming, which is fine for vape meets but not so good in the conference venue where it tends to create a rather disconcerting fog bank for those who are not used to it.

With these points in mind, and following discussions with a number of vaping advocate colleagues, we ask that everyone attending the conference bear in mind the following:

- In the conference venue, please do not vape in the parallel or plenary sessions.
- You are free to vape in the networking and public areas, but please be discreet and considerate.
- Use low powered devices as it helps to keep the amount of vapour created to a minimum.
- If you want to blow clouds there will be a terrace available on the same floor as the conference takes place, or please go outside the venue.

We have framed the policy to try to accommodate everyone and hope need for it is understood and accepted and that it doesn’t cause too much inconvenience.

The conference welcomes commercial and non-commercial media coverage of the event, including film, photographic and audio recording. Filming and audio recording (excluding photography using small equipment such as mobile phones) in the session rooms is by permission of the organisers and should be done in an unobtrusive manner that does not impede the proceedings for participants. Unless otherwise agreed in writing, copyright in all images and recordings in the session rooms becomes joint copyright of the person, or organisation making the recording and the conference organisers. No film, images, or audio-recordings taken anywhere in the conference venue may be used in any commercial advertisement without the agreement of the organisers and those who appear in such media.

WELCOME TO DELEGATES

The conference team wish you a warm welcome to the third Global Forum on Nicotine.

The scientific understanding of new nicotine delivery systems and other lower risk alternatives to smoking has been accompanied by rapid changes in nicotine science, public understanding, and the policy and regulatory landscape. This is not always for the good. Bad science is often poorly interpreted and presented uncritically in the media. There is public misunderstanding of the relative safety of lower risk products. Regulations, policies and positions are taken, seemingly often despite evidence. Positions on nicotine and its uses are polarised.

Hence the conference title: **Evidence, Accountability and Transparency**. Robust evidence, accountability of those involved in science, policy and regulatory development, and transparency of institutional and personal position.

GFN is designed to bring together a wide range of stakeholders. It's an opportunity to talk with people from a wide range of backgrounds. Participants include policy analysts, regulators and standards experts, academics and researchers, parliamentarians, public health professionals, consumer advocates, and makers and distributors of alternative nicotine products – all with an interest in nicotine and its uses. Please take the opportunity to learn from each other. Enjoy the conference.

Gerry Stimson

CONFERENCE TEAM

Gerry Stimson
Programme & Coordination



Bisola Obileye
Finance & Accounting



Andrzej Sobczak
Science & Local Liaison



Joanna Krawczyńska
Communications & Logistics



Paddy Costall
Coordination & Budgeting



Grzegorz Król
Design, IT & Logistics



Filip Woźniak
IT support



Sarah Jakes
Consumer Engagement



Kevin Molloy
Production Assistance



Jon Derricott
Video Recording & Production



GFN PATRON - MR HON LIK



Mr Hon Lik is the Chinese pharmacist who invented the modern 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 China for the device and the first electronic cigarette was manufactured that year in Beijing.

YOUNG INVESTIGATOR AWARDS

This year's Young Investigator Awards are presented to:



Anastasia Moysidou



Ryan Courtney

VAPING ADVOCATES OF THE YEAR AWARDS

This year's Vaping Advocates of the Year Awards are presented to:



Louise Ross

For not taking the easy route and thereby showing the world what compassion, empathy and an open mind can achieve.



Clive Bates

For his tireless and passionate debunking of junk science and commitment to ensuring that tobacco harm reduction receives the attention it deserves in policy considerations worldwide.



Stefan Didak

For his dogged determination to spread the truth about vaping in a landscape where truth seems to be a rare and undervalued commodity.

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

MICHAEL RUSSELL ORATION 2016: DELIVERED BY MAREWA GLOVER

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.

Pioneering with compassion: Focusing technology to reduce tobacco-related disease and harm globally
delivered by
Marewa Glover, Massey University, New Zealand



In the lecture, Marewa will discuss Michael Russell's legacy and how his ideas have influenced the development of new technologies and products that are available for use in tobacco harm reduction. In particular she will focus on the relevance and implementation of tobacco harm reduction for disadvantaged populations globally.

After 15 years focused on research, Associate Professor Marewa Glover is now at Massey University's School of Public Health. Her primary focus for teaching and research is tobacco control, particularly reducing tobacco smoking while pregnant and reducing Māori smoking. She is a co-investigator on a number of innovative cessation projects and a longitudinal online survey of New Zealand vapers. Dr Glover is Chair of End Smoking NZ, and an Associate Member of the New Nicotine Alliance UK and the New Nicotine Alliance Australia. She is a leading proponent in New Zealand for a just and honest response to the growth in vaping and the vaping community. The import and sale or distribution of nicotine eliquid is banned in NZ. To assist low income and internet deprived smokers who want to vape instead of smoking, Marewa set up Vape It Forward on Twitter. @vapeitfwd allows overseas people to donate and send starter kits and nicotine eliquid direct to smokers in NZ.

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SATELLITE 1: Science and Policy Update

Fifteen minute slots (including Q&A) selected by the programme committee from abstracts submitted
Chair: **Martin Jarvis**, University College London, England

Brian Carter	Consumer Advocates for Smoke-free Alternatives Association, USA	<i>The power of non-nicotine factors in the habitual use of nicotine products</i>
Lynne Dawkins	London South Bank University, UK	<i>Compensatory puffing behaviours in e-cigarette users: blood nicotine delivery and subjective effects</i>
Moira Gilchrist	PMI Science, Switzerland	<i>Tobacco Heating System (THS) 2.2, a candidate modified risk tobacco product: cardiovascular disease risk assessment</i>
Louise Ross	Leicester City Council Stop Smoking Service, UK	<i>E-cigarettes for patients with poor mental health: a journey</i>
Neil McKeganey	Centre for Substance Use Research, UK	<i>Electronic Cigarettes: Gateway or Roadblock to Cigarette Smoking?</i>
Andrzej Sobczak	Medical University of Silesia, Poland	<i>Research on electronic cigarettes in Poland</i>
Dainius Martuzevicius	Kaunas University of Technology, Lithuania	<i>Characterisation of the dynamic properties of exhaled aerosol particles following use of electronic and conventional cigarettes</i>
Christopher Russell	Centre for Substance Use Research, UK	<i>Perceptual and experiential factors explaining how 4,235 individuals initiated and established e-cigarette use in place of cigarette smoking</i>
Michal Stoklosa	American Cancer Society, USA	<i>Prices and e-cigarette demand in the European Union: evidence and tax policy implications</i>

SATELLITE 2: Regulatory Developments

Chair: **Peter Beckett**, UK

Part I - US REGULATORY AFFAIRS PANEL - DEEMING AND LAWSUITS

Joe Gitchell	Pinney Associates, USA	<i>An overview of US deeming regulations</i>
Patricia Kovacevic	Nicopure Labs LLC, USA	<i>Substantial equivalence, PMTA, and the meaning of the alphabet soup</i>
Cecilia Kindstrand-Isaksson	Swedish Match Public Affairs	<i>Applying for modified risk status</i>
Stefanie Miller	Height Securities, USA	<i>What implications for the market?</i>
<i>Debate (10.55 - 11.25)</i>		

Part II - EU REGULATORY AFFAIRS PANEL - TPD AND STANDARDS

11:25 - 11:35

Satellite 2 Break

Remi Parola	FIVAPE, France	<i>Setting standards and their relevance to TPD</i>
Tom Pruen	ECITA, UK	<i>The future of e-liquid quality standards</i>
Riccardo Polosa	University of Catania, Italy	<i>Measuring emissions as part of a regulatory regime</i>
Sud Patwardhan	Nicoventures, UK	<i>Tying standards together with recognised nomenclature</i>
Taman Powell	Xolo Vape, University of Cardiff, UK	<i>First responder</i>
Marcus Navin-Jones	Keller Heckman, Belgium	<i>Second responder</i>
<i>Debate (12.25 - 12.55)</i>		

Chair's closing remarks

SATELLITE 3: Consumer Advocates Meeting

The session provides an opportunity for consumer advocates to discuss a proposal to form a new international organisation to promote and support the rights of nicotine consumers. A discussion paper has been circulated and is also available on-line at <http://goo.gl/pMhrBD>

The discussion will also be informed by the implications and impacts of the implementation of laws, directives and regulation of products in different jurisdictions, as well as how we might engage with the on-going activities of FCTC, including the COP 7, scheduled to take place in India, in November this year.

BALTIC 3
10:00 - 13:00**Lunch Break**

Science posters - meet the poster presenters

13:30 - 14:30

13:00 - 14:30

Opening Session

Dave Sweanor	University of Ottawa, Canada	Welcome from the Conference Chair
Christopher Russell recipient in 2015	Centre for Substance Use Research, UK	Presentation of the Young Investigator of the Year Award 2016

CONGRESS HALL
14:30 - 15:30**The Michael Russell Memorial Oration 2016**

Pioneering with compassion: Focusing technology to reduce tobacco-related disease & harm globally

Marewa Glover, Massey University, New Zealand

Response to the Oration:

Amelia Howard	University of Waterloo, Canada
Donna Darvill	New Nicotine Alliance, Australia

Plenary Session 1**Evidence updates - making sense of the science**

Chair: **Dave Sweanor**, University of Ottawa, Canada

Konstantinos Farsalinos	Onassis Cardiology Centre, Greece	<i>Safety and toxicology of e-cigarettes</i>
Professor Linda Bauld	University of Stirling, UK	<i>Asking the right questions about smoking and alternative nicotine delivery systems</i>
Ann McNeill	King's College London, UK	<i>Population impact of e-cigarettes: recent evidence from the UK</i>
Karl Lund	Institute of Public Health, Norway	<i>Population impacts of snus – tobacco initiation and cessation</i>

CONGRESS HALL
15:30 - 16:45**Networking Reception**

drinks and canapés

16:45 - 18:00

SATURDAY, 18 JUNE

Plenary 2

CONGRESS HALL
9:30 - 11:00

Evidence, Accountability, Transparency: regulating the regulators

Chair: **Annie Kleykamp**, Pinney Associates, USA

Barnaby Page ECigIntelligence, UK *Disharmony in the Implementation of The European Tobacco Products Directive*

Julian Morris Reason Foundation, USA *Unaccountable and Non-transparent: Is the FCTC a threat to public health?*

Stefan Didak SFATA, USA *'Not Blowing Smoke' - the fight against misleading messages*

Clive Bates Counterfactual Consulting, UK *What would good regulation look like?*

11:00 - 11:15 **Tea & Coffee Break**

Parallel 1 - a panel discussion

Evidence, Accountability, Transparency - whose science counts?

Chair: **Sarah Jakes**, New Nicotine Alliance, UK

Scott Leischow Mayo Clinic, Tobacco Regulatory Science Journal, USA

Jean-François Etter University of Geneva, Switzerland

Neil McKeganey Centre for Substance Use Research, UK

Chris Proctor BAT Science, UK

Parallel 2

Evidence, Accountability, Transparency in practice: country situations

Chair: **Lorien Jollye**, New Nicotine Alliance, UK

Colin Mendelsohn Australia *The e-cigarette environment in Australia. Barriers to and prospects for harm reduction*

John Boley Hong Kong *Developing a united front for consumers to public health authorities in Asia-Pacific - challenges and opportunities*

Jerzy Jurczyński Poland *Nicotinists, smokers, and gateway puzzles: evidence from representative national surveys in Poland - 2014-2016*

Atakan Befrits Turkey/Sweden *Who took harm reduction out of the FCTC? A Swedish perspective on snus*

12:45 - 13:30 **Lunch**

Q&A Session with a Panel

Evidence, Accountability and Transparency - any other business?

Chair: **Jeannie Cameron**, JCIC International, UK

Peter Beckett UK

Gillian Golden Irish Vape Vendors Association, Ireland

Judith Wolters New Nicotine Alliance, Australia

Amy Faith Ho Emergency physician and writer, USA

14:30 - 14:45 **Tea & Coffee Break**

Plenary 3

Transparency

Chair: **Dave Sweanor**, University of Ottawa, Canada

Chris Ford International Doctors for Healthy Drug Policies, UK *Doctors for healthy drug policies: lessons from drugs harm reduction and drug policy reform*

Luc Van Daele EVUN, Belgium *Are vaping advocates throwing smokers under the bus by making alliances with public health?*

Riccardo Polosa University of Catania, Italy *E-cigarettes health potential: Current evidence and future areas of exploration*

Closing Session

Dave Sweanor University of Ottawa, Canada *Closing remarks from the Conference Chair*

CONGRESS HALL
11:15 - 12:45

BALTIC 1

CONGRESS HALL
13:30 - 14:30

CONGRESS HALL
14:45 - 16:15

16:15 - 16:30

Clive Bates, Counterfactual Consulting, UK

Clive Bates, Counterfactual Consulting, United Kingdom. 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 has 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.



Professor Linda Bauld, University of Stirling, UK

Linda Bauld is Professor of Health Policy, Director of the Institute for Social Marketing and Dean of Research at the University of Stirling. She is also Deputy Director of the UK Centre for Tobacco and Alcohol Studies, a UKCRC Centre for Excellence that covers 13 Universities, and holds the CRUK/BUPA Chair in Behavioural Research for Cancer Prevention at Cancer Research UK. Her main research interests are in smoking cessation, tobacco control, tobacco and alcohol use in pregnancy and tobacco harm reduction. She is a former scientific adviser on tobacco control to the UK government and is a member of a number of public health advisory and funding committees in Scotland and England.



Peter Beckett, UK

Peter Beckett is a consultant who specialises in the identification, analysis and management of political risk. He spent nearly three years as Head of Public Policy for ECITA, where he was responsible for industry-level political advocacy during the procedure that led to the passage of the Tobacco Products Directive. He has also been instrumental in its implementation, is an expert in compliance with its requirements and was at the centre of negotiations that led to the formation of CEN TC 437 on electronic cigarettes and e-liquids. He has worked and consulted for a range of leading vapour companies in the EU and US.



Atakan Befrits, Framework Convention on Tobacco Control, Turkish/Swedish

Atakan Erik Befrits is a Turkish/Swedish tobacco harm reduction advocate, policy researcher and harm reduction entrepreneur. Mr Befrits works for the global recognition and adoption of tobacco harm reduction as a vital and crucial tool for better public health and argues that tobacco harm reduction is clearly stipulated as mandatory in the Framework Convention on Tobacco Control. His primary area of advocacy is to internationally provide information on food grade smokeless tobacco (aka snus or snus-analog products) being viable, affordable and 98% harm reduced alternatives to smoking.



John Boley, FactAsia, Hong Kong

John Boley has a background in journalism. An experienced TV/video presenter, producer and writer, he has worked on a wide range of contentious issues, including vehicle emissions and sustainability in Asia's tourism industry. Based in Asia for 20 years, he co-founded FactAsia with Heneage Mitchell in 2012 as both saw issues increasingly misrepresented and consumer rights trampled on.



Dr Jeannie Cameron, JCIC International, UK

Jeannie Cameron is founder and managing director of JCIC International. Jeannie is experienced in Asia and in Africa and is currently leading an advocacy campaign in the UK to bring about free and fair elections in the Democratic Republic of Congo in line with Security Council resolutions. Cameron worked at BAT between 2001 and 2011 as International Regulatory Affairs Manager and Head of International Advocacy, responsible for policy advice to the BAT group worldwide. Jeannie has an LLM in International Law from Kings College, University of London having received a Distinction for her Masters in Law (LLM) dissertation.



Dr Brian Carter, Consumer Advocates for Smoke-free Alternatives Association, USA

Brian is the Director of Scientific Communications for the Consumer Advocates for Smoke-free Alternatives. Trained as a clinical psychologist, his field of study is addictive behavior, with a focus on the pharmacological, psychological, and behavioral foundations of tobacco and nicotine use, dependence, and motivation. As a faculty member in the Department of Behavioral Science at the University of Texas M.D. Anderson Cancer Center, he conducted multiple National Cancer Institute funded laboratory studies on nicotine use. He has widely published his findings in academic journals and has presented at numerous national and international scientific conferences.



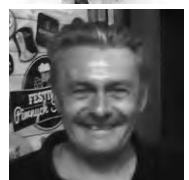
Dr Ryan Courtney, Cancer Institute New South Wales, Australia

Dr Courtney is a Cancer Institute New South Wales Early Career Research Fellow at the University of New South Wales, National Drug and Alcohol Research Centre and current Margaret Hamilton Award recipient for outstanding research achievement in drug and alcohol research. Dr Courtney is an investigator on over \$4.8 million in competitive research funding nationally and internationally including the following projects: RCT to test the efficacy of reducing financial stress to increase smoking cessation, world-first head-to-head RCT of cytisine vs varenicline for smoking cessation and relapse prevention RCT testing the efficacy of electronic cigarettes.



Luc Van Daele, European Vapers United Network, Belgium

Luc Van Daele has been vaping since 2007, first as a dual user, but when products became more reliable he switched completely to vaping. Being already aware of the threats of over regulating he has been actively involved in convincing politicians and regulators since the first day he became a vaper. He played an active part in improving on the first generation of e-cigarettes, sending his designs to Chinese manufacturers who took some of them in production. He enjoyed an international career in Belgium, UK and France. Now enjoying an early retirement in the south of France, he spends his time on vaping advocacy, designing new vaping products and playing golf.



Donna Darvill, New Nicotine Alliance, Australia

Donna Darvill comes from a background in Sales and Marketing to the Health, Education and Legal Professions. Although retired due to ill health, she found her new passion in Vaping Advocacy in Australia. A lifelong heavy smoker who had tried all conventional methods to quit, she found herself lighting her last cigarette nearly two years ago thanks to e-cigarettes. Donna is thrilled to be a founding Board Member of the NNA Australia and looks forward to the big job ahead.



Dr Lynne Dawkins, London South Bank University, UK

Dr Lynne Dawkins is an Associate Professor of Psychology in the Addictions Unit at London South Bank University. She has twenty years experience of working with smokers in research contexts and, more recently, with novice and experienced e-cigarette users. Dr Dawkins is one of the UK's leading authorities on e-cigarettes having published papers on their utilisation, effects, and nicotine delivery. She has disseminated her findings widely via academic conferences, public lectures and online media.



SPEAKERS, CHAIRS & AWARDEES



Stefan Didak, Smoke-free Alternatives, USA

Stefan Didak switched from smoking to vaping over 4 years ago and has been a vocal and active supporter and advocate for vapor products and is frequently seen testifying in front of state and local legislators and policy makers. Outside of Stefan's legislative and PR efforts, including the creation of the notblowingsmoke.org website and movement and the newnomorecasualties.org educational campaign, he is mostly known for working out of the world's most famous home office. Prior to dedicating all his time to vaping advocacy he was a software engineer, for over 25 years has been involved in developing 3D computer graphics and animation software.



Dr Mirosław Dworniczak, Adam Mickiewicz University, Poland

Mirosław Dworniczak, PhD - chemist, freelance science journalist, former scientist and lecturer at the Department of Chemistry, Adam Mickiewicz University (Poznań, Poland). Author (under the name "Stary Chemik" - "Old Chemist") of the first blog in Poland dealing with e-cigarettes and e-liquid chemistry and safety (www.starychemik.wordpress.com - in Polish).



Professor Jean-Francois Etter, University of Geneva, Switzerland

J.F. Etter (PhD) has over 20 years of conducting smoking etiology, prevention and cessation research. He has published widely on smoking cessation trials and various psychological questions related to tobacco dependence and smoking cessation. He is an internationally known expert on e-cigarettes. He has recently published a comprehensive book on e-cigarettes. In addition, he is credited with publishing some of the first scientific papers on e-cigarettes. His research has been crucial in shaping the initial understanding of the reasons and patterns of e-cigarette use.



Dr Konstantinos Farsalinos, Onassis Cardiology Centre, Greece

Dr Farsalinos is a cardiologist, working as researcher at Onassis Cardiac Surgery Center in Athens-Greece and at University of Patras in Greece. His main research interests are new modalities in cardiovascular imaging. He has received a scholarship from the Greek Society of Cardiology for research and education in this field. His work includes the first study on the cytotoxic effects of e-cigarette vapor on cultured cells and the immediate effects of e-cigs used on cardiac function and coronary circulation. He has presented his research in major international scientific congresses and has published more than 40 studies about e-cigarettes in peer-reviewed medical journals.



Dr Chris Ford, International Doctors for Healthier Drug Policies, UK

Dr Chris Ford recently retired from General Practice in London where she worked for 30 years. During this time she developed a special interest in working with people who use drugs and/or alcohol many with HIV and/or hepatitis. Increasingly concerned about the gap between practice and policy, Chris and others founded a UK network for supporting all health professionals working with people who have drug problems. In 2009 Chris set up International Doctors for Healthier Drug Policies (IDHDP) to be a bridge between practice and policy and to increase the international participation of medical doctors in drug policy and continues as Clinical Director.



Dr Moira Gilchrist, PMI, UK

Moira Gilchrist works in Regulatory and Scientific Affairs at PMI. Responsible for driving company strategy to transparently and comprehensively communicate PMI's Reduced Risk Product science to stakeholders in the scientific, public health and regulatory communities. She's currently working on tools and techniques to improve access to PMI's science so that relevant stakeholders can make their own judgement on our approach and results. Her works are published in the websites of many different organizations including E-Cig Europe Conference, FDLI Annual Conference or Society for Research on Nicotine and Tobacco.



Joseph Gitchell, Pinney Associates, USA

Joseph (Joe) G. Gitchell serves as President at PinneyAssociates. Joe leads efforts supporting regulatory approvals, conducting public policy analysis, 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. This work has included extensive collaboration with researchers and policy experts around the world. A co-author on over 40 articles, Joe has been published in journals including Tobacco Control, Preventive Medicine, Addiction, Archives of Internal Medicine, and Morbidity and Mortality Weekly Report. Joe joined PinneyAssociates in 1993.



Professor Marewa Glover, University of Auckland, New Zealand

After 15 years focused on research, Associate Professor Marewa Glover has recently taken up a teaching role in Massey University's School of Public Health. Her primary focus for her teaching and research will continue to be tobacco control, particularly reducing tobacco smoking while pregnant and reducing Māori smoking. Dr Glover is Chair of End Smoking NZ, and an Associate Member of the New Nicotine Alliance UK and the New Nicotine Alliance Australia. She is a leading proponent in New Zealand for a just and honest response to the growth in vaping and the vaping community.



Gillian Eva Golden, Irish Vape Vendors Association, Ireland

Gillian Eva Golden comes from a background in the creative, customer service, and retail sectors. A former smoker thanks to discovering vaping in 2012, she now works as administrator for the Irish Vape Vendors Association, Ireland's only trade association for independently owned, specialised retailers of vaping products. She not only advocates for vaping as a means of tobacco harm reduction, but also for industry stewardship, and sits on the Technical Committee of CEN TC 437 for electronic cigarettes and e-liquids.



Dr Amy Ho, Emergency physician, USA

Dr. Amy Faith Ho is an emergency physician. She holds multiple national leadership positions in American medical organizations like the American Medical Association, Illinois State Medical Society, American Academy of Emergency Medicine and Illinois College of Emergency Physicians. She is published largely on healthcare in forums like NPR, Forbes, Chicago Tribune, KevinMD and others. Her interest in addiction stemmed from her time interning at Betty Ford Center and again in the emergency room where substance and tobacco abuse is commonplace. Dr. Ho is also a seasoned speaker, with media engagements include TEDx, NPR and the Discovery Channel.



Amelia Howard, University of Waterloo, Canada

In 2012 Amelia Howard bought a cigarette-shaped battery and cartridge filled with a nicotine solution that she tried and failed to quit smoking with. Confused as to whether this was because she was doing something wrong, if she'd bought an inferior product, or if the technology was altogether flawed, she started researching electronic cigarettes on the Internet, and never really stopped. She did stop smoking. As a PhD candidate in sociology at the University of Waterloo, she's writing a dissertation about the role of the Internet in facilitating vaping innovation and practice, and the political controversy over vaping technologies.

Sarah Jakes, New Nicotine Alliance, UK

Since leaving school 'a very long time ago' Sarah Jakes has worked in the shipping industry, the foreign exchange market and now runs her own business in property management. A smoker of some 35 years Sarah switched to vaping in April 2013, only to find that the choice of this safer alternative for smokers was under threat from excessive and ill founded regulation. Having joined forces with other consumers in the battle against over regulation, Sarah is convinced that a better understanding of e-cigarettes and other harm reduced products among key influencers and decision makers is required if these products are ever to reach their full potential for public health gains.



Professor Martin Jarvis, University College London, England

Emeritus Professor of Health Psychology at the Department of Epidemiology and Public Health, University College London. Over the past 35 years he has published widely on tobacco smoking, with special interests in the role of nicotine, social influences on smoking, smoking cessation methods and passive smoking. He is a trustee of ASH, and was Deputy Chair of the UK government's Scientific Committee on Tobacco & Health and Specialist Adviser to the House of Commons Health Committee's inquiries into tobacco and health and into smoking in public places. He received an OBE in 2002, and the John Slade award of the Society for Research on Nicotine and Tobacco in 2008.



Lorien Jollye, New Nicotine Alliance, UK

Lorien Jollye is a mother of 3, an ex smoker of 23 years and a Vaper since 2012. After numerous, unsuccessful, quit attempts utilising most all the market had to offer, and smoking through two pregnancies, she found that e-cigarettes enabled her to switch her habit entirely, in one day. Since then, she has been a vocal advocate, volunteering with the Consumer Association and latterly, The New Nicotine Alliance, along with other passionate vapers. It has become a simple message, Nothing About Us Without Us.



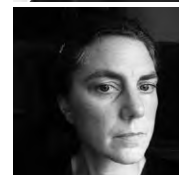
Jerzy Jurczyński, eSmoking Association, Poland

Jerzy Jurczyński - public affairs representative of an organization representing the interests of e-cigarette industry in the legislative processes in Poland - eSmoking Association. Director of public relations in the largest European sales network of electronic cigarettes, eSmoking World, which belongs to the CHIC Group, owned since last year by the BAT Group. Jerzy joined the e-cigarette industry in 2013. He is an expert in public relations and "extreme" crisis communication, with nearly 20 years of experience. He worked for biggest Polish companies in engineering, chemical, spirits and armaments sectors.



Cecilia Kindstrand-Isaksson, Swedish Match, Belgium

Cecilia Kindstrand is Director of Public Affairs for Swedish Match, a tobacco company with tobacco harm reduction at the core of its business. She is based in Brussels and has worked extensively with the revision of the EU's Tobacco Products Directive, a legislation banning the 'proof of concept' of tobacco harm reduction in 27 of the 28 Member States. The vision of Swedish Match is *A World Without Cigarettes*.



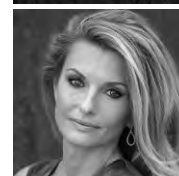
Dr Annie Kleykamp, PinneyAssociates, USA

Dr. Bethea (Annie) Kleykamp is a Scientist at the health-care consulting firm, PinneyAssociates. She earned her PhD at Virginia Commonwealth University and completed postdoctoral training at the Johns Hopkins University School of Medicine and the Intramural Program of the National Institute on Drug Abuse. Her research focused on the cognitive effects of a variety of psychoactive drugs. Prior to joining PinneyAssociates in 2014, she worked at Hayes, Inc. Currently her responsibilities at PinneyAssociates include conducting literature reviews, interpreting and synthesizing data, and applying her writing skills across a variety of content areas.



Patricia Kovacevic, Nicopure Labs LLC, USA

Patricia I. Kovacevic, Esq. is the General Counsel and Chief Compliance Officer of Nicopure Labs LLC. With extensive U.S. and international industry experience, she held senior legal and compliance positions at, among other, PMI and Lorillard. Prior to joining Lorillard she was a partner at Patton Boggs. Her expertise includes global e-cigarette and tobacco regulation, compliance and all regulatory aspects of marketing/media communications, corporate affairs, criminal investigations, FCPA, trade sanctions, privacy, product development and launch. Ms. Kovacevic serves on the advisory board of the Global Tobacco and Nicotine Forum and on the board of the Vapor Technology Association.



Professor Scott Leischow, Mayo Clinic, USA

Scott J. Leischow, Ph.D. joined the Mayo Clinic in 2012, where he leads the Research on Health Equity and Community Health Program at Mayo Clinic Arizona, and co-leads Cancer Prevention and Control within the Mayo Clinic Cancer Center. Dr. Leischow completed his doctorate in Health Education from the University of Maryland, and a postdoctoral fellowship in Behavioral Pharmacology from Johns Hopkins University. Most of Dr. Leischow's research and publications focus on pharmacologic and behavioral treatments for tobacco dependence, along with systems and network approaches to public health. Dr. Leischow is past President of the SRNT.



Professor Karl Lund, Institute of Public Health, Norway

Research Director of the Department of Alcohol, Drug and Tobacco Research at the Norwegian Institute for Public Health. He has been involved in tobacco control work since the mid 1980s, working at the Norwegian Council on Tobacco or Health, the Norwegian Cancer Society and Norwegian Institute for Alcohol and Drug Research. He is well published within tobacco research, has been a lecturer in several countries worldwide, and has been a member of several expert committees on tobacco control including WHO's IARC. Dr. Lund has been Associate Editor in Nicotine & Tobacco Research since 2011 and Senior Associate Editor of Tobacco Regulatory Science since 2015.



Professor Dainius Martuzevicius, Kaunas University of Technology, Lithuania

Associate Professor at the Department of Environmental Technology, Faculty of Chemical Technology, Kaunas University of Technology. He teaches courses on air quality management, modeling, and pollution control technologies. He obtained background on the research of air quality during his visiting scientist work at the Center of Health-Related Aerosol Studies at the University of Cincinnati, Ohio, during 2002-2005. Recently, he has coordinated Lithuanian actions in several major European & national research projects. He applies interdisciplinary knowledge on aerosols and air quality to solving microclimate issues in public and residential, low-energy & green buildings.



Professor Neil McKeganey, Centre for Substance Use Research, UK

Neil McKeganey is the founding director of the Centre for Drug Misuse Research at the University of Glasgow which he directed from 1994 to 2011. He now runs the Centre as an independent research group undertaking studies in a wide range of areas related to the use of illegal drugs. He has written over 150 academic articles and is the author of *Controversies in Drugs Policy and Practice*. Neil has undertaken research in such areas as the evaluation of drug treatment services, the nature and impact of drug policy, young people and illegal drugs, the impact of parental drug use on children, the link between drugs, crime and prostitution and the impact of drug enforcement activities.



SPEAKERS, CHAIRS & AWARDEES



Professor Ann McNeill, King's College, UK

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.



Dr Colin Mendelsohn, The Sydney Clinic, Australia

Colin is a medical practitioner and tobacco treatment specialist in private practice in Sydney, Australia. He provides inpatient smoking cessation services at a psychiatric hospital as well as community-based consultations. He is actively involved in teaching health professionals, writing, research (reluctantly), public education and consulting to industry. Colin is a member of the committee that develops the Australian national smoking cessation guidelines and is the immediate past Vice President of the Australian Association of Smoking Cessation Professionals. He teaches at the University of Sydney. Colin is on the steering committee developing QUIT4october.



Stefanie Miller, Height Securities, USA

Stefanie is an investment analyst covering the tobacco industry at Height Securities, an investment research advisor and a regulated broker-dealer based in Washington, DC that specializes in coverage of heavily regulated industries. Stefanie's work at Height Securities includes non-securities related services to corporate clients, including Philip Morris International. Stefanie previously worked at McBee Strategic Consulting where she was an analyst in the firm's investment research group and a Vice President in the company's public relations practice. She has also worked as a political fundraiser.



Professor Julian Morris, Reason Foundation, USA

Julian Morris is Vice President of Research at Reason Foundation, a non-profit, non-partisan think tank in the U.S. Trained in economics and law, Julian has written extensively on innovation, the regulation of risk, and the role of international agreements. In addition to his role at Reason, Julian is a Senior Fellow at the International Center for Law and Economics and a Fellow of the Royal Society of Arts. Prior to joining Reason, Julian ran International Policy Network, an international think tank. He was also a Visiting Professor in the Department of International Studies at the University of Buckingham and a member of the Council of the School of Pharmacy.



Anastasia Moysidou, Greece

Anastasia Moysidou is a registered nurse, graduate of the Nursing Department of the Technological Educational Institute of Athens. She has specialized in internal medicine and has worked at the Department of Internal Medicine of the General Hospital of Kastoria, at the Oncological Hospital Agioi Anargiroi in Athens and at the Urological Department of the Metaxas Hospital in Piraeus. She currently works at a primary healthcare center in Athens. She obtained her Master of Public Health degree from the National School of Public Health in Athens in 2015. Her main focus of research during the course was smoking and smoking alternatives.



Marcus Navin-Jones, Keller Heckman, Belgium

Marcus Navin-Jones specialises in EU Litigation and EU Regulatory law. He is a solicitor-advocate with the Law Society of England and Wales, a qualified mediator with the CEDR London, and a member of the Belgian Centre for Arbitration and Mediation (CEPANI). He is the current secretary and founder of the EU Chemicals Board of Appeal Forum. Mr. Navin-Jones has extensive experience of mounting appeals before the ECHA Board of Appeal.



Barnaby Page, EcigIntelligence, UK

Barnaby Page 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. Since its launch in 2014 Barnaby has led the editorial team at EcigIntelligence, covering e-cigarette regulation, industry news and science around the world.



Remi Parola, Federation Interprofessionnelle de la VAPE, France

Remi Parola works as a coordinator of FIVAPE (Fédération Interprofessionnelle de la VAPE). He has expertise in project management and public policy. He studied International and European Law at Université Paris Sud and at Université libre de Bruxelles.



Dr Sudhanshu Patwardhan, Nicoventures, UK

Sudhanshu Patwardhan is a medical doctor and an MBA with nearly two decades of international experience in biomedical research and regulatory strategy in the pharmaceutical and tobacco industries. He has worked in the British American Tobacco Group for the past ten years, focusing on tobacco harm reduction science, policy and regulation. Following his work in the BSI steering group to create the world's first quality and safety specifications for vapour products, he is now a Co-convenor at the European CEN working group on definitions and terminology related to vapour products.



Professor Riccardo Polosa, University of Catania, Italy

Riccardo is a 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, and Honorary Professor of Medicine at Southampton University (UK). He is author of more than 250 peer reviewed articles and books. He serves also as chief scientific advisor for LIAF, the Italian Anti-Smoking League. His research team have lead several clinical trials on e-cigarettes, for whose expertise he has been recently elected Convenor for the Working Group on Requirements and test methods for emissions of electronic cigarettes, within the European Committee for Standardization.



Dr Taman Powell, Xolo Vape, UK

Dr Taman Powell is the Founder CEO of XOLO, a company that has developed a product aimed at solving the most pressing problem in vaping today: how to achieve a high-performance vape without the hassle. The company was started from the belief that current products force consumers to choose between ease of use OR high performance. The aim of XOLO is to bring vaping to the smoking/non-vaper mass market via providing a beautiful, simple to use device that also delivers a high performance vaping experience.

Dr Christopher Proctor, BAT Science , UK

Chris is British American Tobacco's Chief Scientific Officer and Group Head of Scientific Product Stewardship, working at Research and Development in Southampton, UK. He is a PhD chemist with postdoctoral research experience at Cornell University, and the University of Kent. Chris has represented BAT in public hearings on the WHO's FCTC and in front of the WHO's Study Group on Tobacco Product Regulation, has chaired steering groups of the European Policy Centre on the use of science in regulatory decision making and better regulation, has recently presented at a scientific expert at US FDA workshops, and is a member of the American Chemical Society's Corporation Associates

**Tom Pruen, Electronic Cigarette Industry Trade Association , UK**

Tom Pruen is Chief Scientific Officer at ECITA. He received his BSc degree in Applied Chemical Science from the University of the West of England. He has expertise in project management and information technology.

**Louise Ross, Leicester City Council Stop Smoking Service, 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 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 what the general public, and Stop Smoking service users in particular, are saying about their experiences of vaping.

**Dr Christopher Russell, Centre for Substance Use Research , UK**

Christopher is a psychologist working at the Centre for Drug Misuse Research, Glasgow. Dr Russell has developed a significant number of studies in the area of nicotine science, 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. He has also developed a Nicotine Science Toolbox.

**Professor Andrzej Sobczak, Medical University of Silesia, Poland**

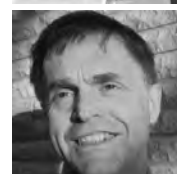
Professor Andrzej Sobczak is the head of the Department of General and Inorganic Chemistry at Medical University of Silesia and head of the Department of Chemical Hazards and Genetic Toxicology at the Institute of Occupational Medicine and Environmental Health in Sosnowiec in Poland. Prof. Sobczak has been focusing on the toxicology of tobacco smoke for many years. Growing popularity of e-cigarettes led him to investigate these devices.

**Dr Michal Stoklosa, American Cancer Society, USA**

Michal is a Senior Economist, Taxation Health within the Economic and Health Policy Research Program at the American Cancer Society. His research focuses primarily on topics related to economics of tobacco control, and the tobacco industry's strategies to undermine tobacco control efforts. As economic arguments have become increasingly important to the formulation of health policies, Michal's research projects aim to provide health advocates with credible economic evidence to support health policy change. His time with the ACS has led to sharing his research findings with policy makers, such as testifying before Budgetary Control Committee of the European Parliament.

**Professor David Sweanor, University of Ottawa , Canada**

David Sweanor is an adjunct professor, Faculty of Law, University of Ottawa, Centre for Health Law, Policy & Ethics, University of Ottawa and a honorary (consultant) assistant professor, University of Nottingham. He 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.

**Judith Wolters, New Nicotine Alliance, Australia**

Judith Wolters, ex-smoker of 50+ years with a background in welfare. Diagnosed with COPD years ago and waiting to die until vaping finally allowed her to stop smoking in September 2014. Now a happy, healthy senior citizen with the energy to advocate against the unethical laws in Australia which turn people into criminals for trying to stop smoking the way they wish to.



THE GLOBAL STATE OF E-CIGARETTES

E-cigarette regulation and the e-cigarette industry are immensely variegated around the world. In some markets a sizeable proportion of smokers and ex-smokers is now vaping; in others, despite high tobacco use, vapour products barely make a dent in prevalence.

In some countries governments are tolerant, even to the point of encouragement; in some they regulate cautiously, without rejecting the potential of the e-cigarette entirely; in a handful they prohibit utterly.

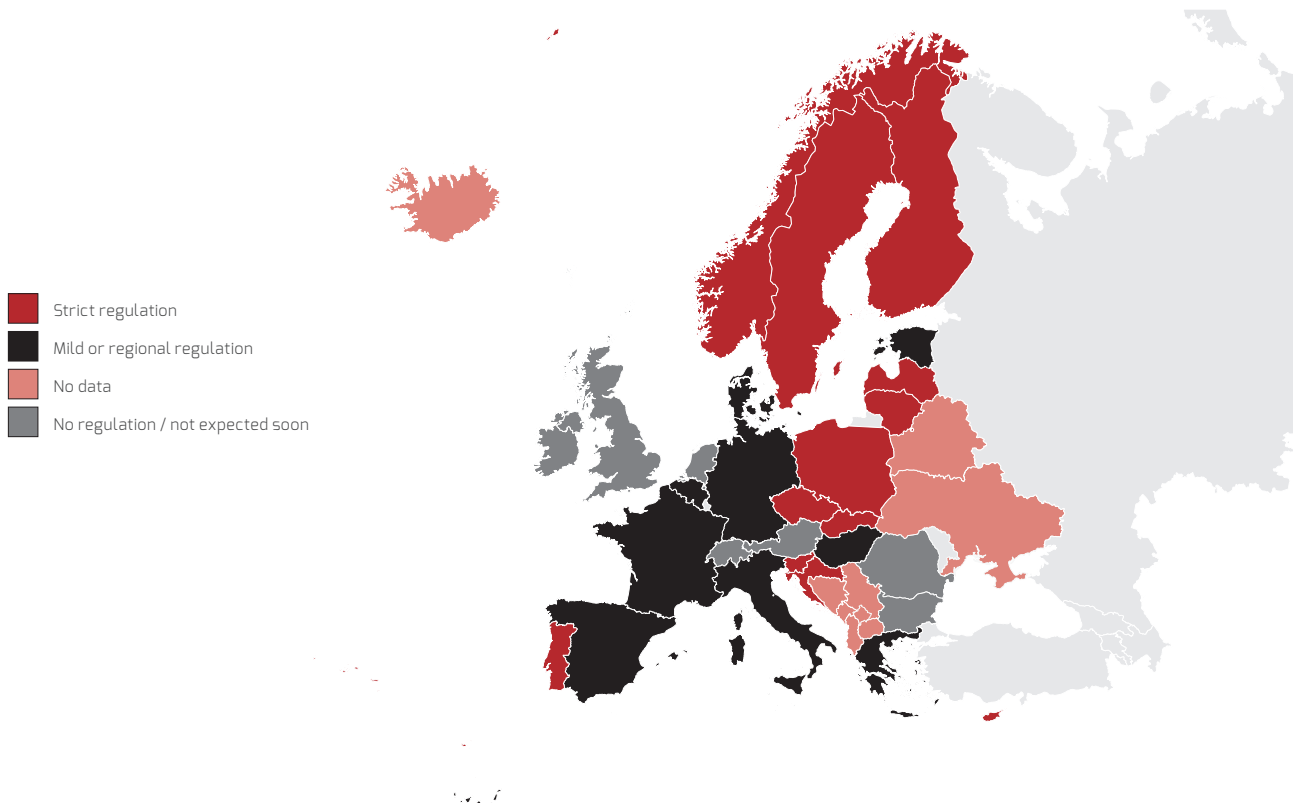
And between all these categories are endless shades of grey: countries where the law is strict but the reality of its enforcement is lax, countries where new vaper populations are emerging, countries where huge regulatory changes are unlikely to kill off mature markets but are certain to transform them.

To explore all these subtleties completely in four pages would be impossible, but we at ECigIntelligence hope that the following report on the global state of e-cigarettes provides useful snapshots which illustrate some of the bigger success stories as well as the challenges.

In all cases the source for the data is ECigIntelligence research, focusing on what we consider the most important territories today and tomorrow, so the omission of a country from our lists certainly doesn't mean it has no vapers, e-cigarette laws, or e-cig businesses at all.

We're very pleased to be able to offer this as part of the Global Forum on Nicotine, and we'll appreciate suggestions concerning other aspects of the vapour world – or indeed the broader nicotine picture – that we could examine next.

Barnaby Page *editorial director, ECigIntelligence*



Public vaping regulation in European countries, 2016

Use of e-cigarettes in public places is one of the larger policy areas not addressed by the European Union's Tobacco Products Directive (TPD), and perhaps the one where the continent's governments have displayed the greatest diversity in approach – by contrast, there is near-unanimity on minimum purchase ages, for example.

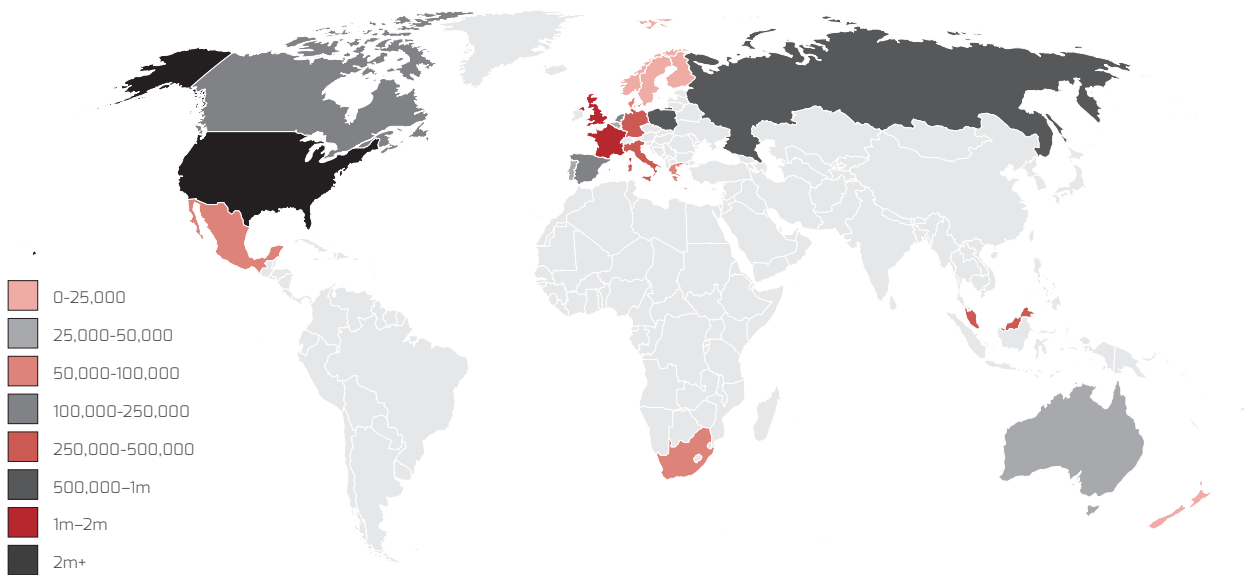
Many of the toughest regimes are found in the eastern European and Nordic nations, often equating vaping directly with smoking of combustible products, and forbidding the former everywhere that the latter is banned.

A middle ground is represented by countries like France

and Spain, which prevent vaping in some public areas but not others, while at the liberal end, the UK has no national policy and no plans for one. In Germany, rules vary greatly from one region to another.

As so often with regulation in this emerging field, however, the devil is in the detail. Italy briefly treated vaping as smoking, for example, then pulled back from that. It (and Estonia) now only restrict usage in facilities for children.

Owners of individual premises can also have as much impact as national law. Neither the UK nor the Netherlands officially regulates public vaping, for instance, but many businesses nevertheless say no.



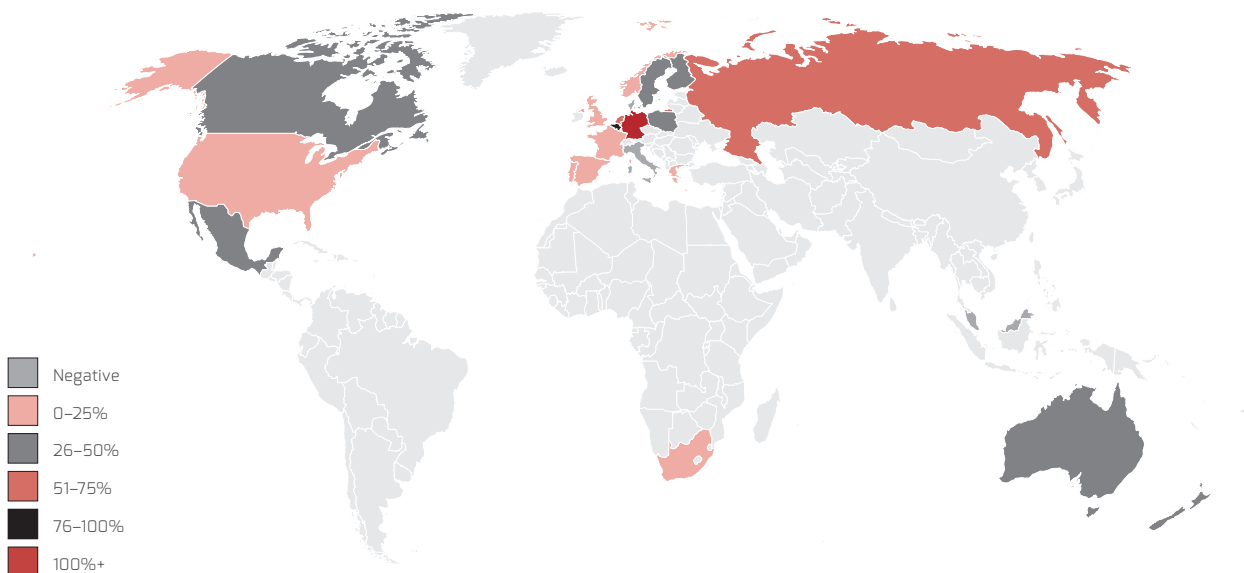
Largest global e-cigarette markets (total number of daily vapers aged 18+)

Three countries stand head-and-shoulders above the rest in terms of total vaping population: the United States, United Kingdom and France. Poland is a strong fourth.

What's most notable, however, is not so much the individual countries which lead as the composition of the whole list. It is striking that Malaysia is the only Asian country (though perhaps not likely to remain on the list for long, as we note alongside our map of countries to watch). And it is telling that there is not a single South American one.

(We do, however, believe Asia as a whole to be the third-largest continental market in terms of dollar value, after North America and Europe. Indeed, the others scarcely figure by that measure.)

Despite their cultural similarities to the United States and Britain, both Canada and Australia have rather low vaping populations in absolute terms and proportionally to their population. In both cases, regulation (strict in Australia's case and confusing in Canada's) is undoubtedly a factor.



Fastest-growing global e-cigarette markets, 2014-2017 (\$ value)

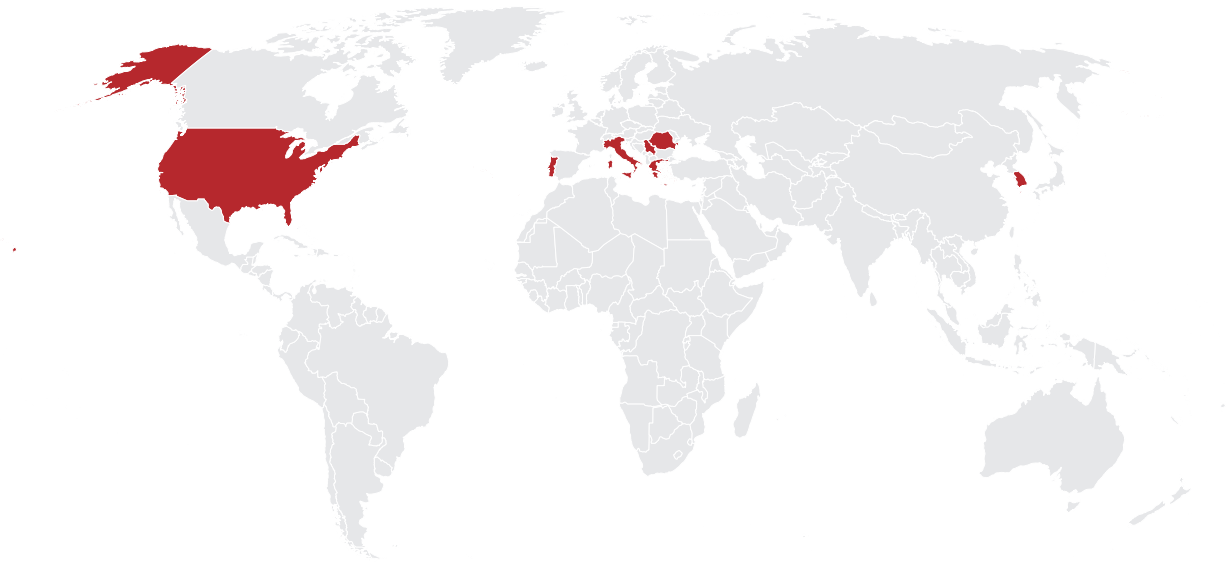
As usual, the biggest markets are not the most rapidly-developing ones: the UK and United States are both toward the bottom of the rankings here.

What may be more alarming is the negative growth experienced in some of the countries we study. The reasons for this tend to be both complex and particular to the areas concerned, but may include restrictive regulation or public

distrust of vaping and worries over health impacts, often encouraged by opinion-formers.

There is still, however, healthy growth in most markets, even if it is not likely to upset the top rankings: the three biggest markets in 2014 (U.S., UK and France) are still expected to be the three largest by some distance in 2017.

Steady growth in Russia is making it an important mid-ranking market, and one worth watching.



Taxation of vapour products worldwide

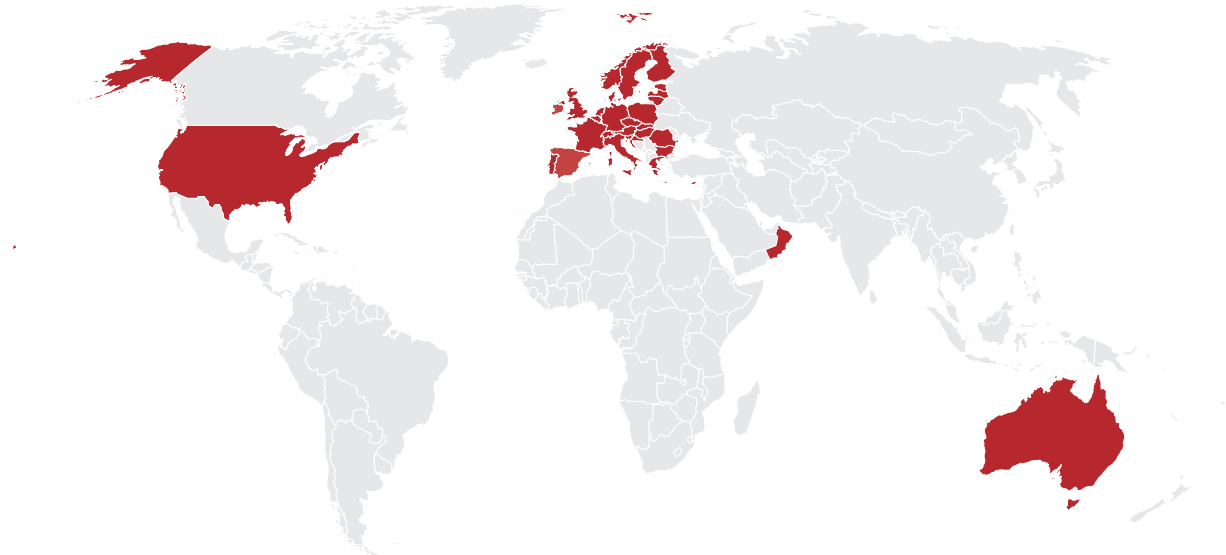
While taxes on e-cigarettes and related products that would erode their price advantage over combustibles have been a persistent fear for the industry and the products' advocates, they remain rare.

Only six countries currently impose a national tax, five of them European: Greece (very recently), Italy (where it may be cast out by the courts), Portugal, Romania, Serbia and South Korea. Rates vary greatly – within Europe they run from €0.03 per millilitre of e-liquid in Serbia to €0.60 in Portugal, for example – and so do taxation models in different jurisdictions.

Among the questions law-makers ask: should a tax be calculated on price, e-liquid volume, or nicotine volume?

In the U.S., four states have legislated their own levies: Kansas, Louisiana, Minnesota and North Carolina. So has the District of Columbia. Several other states are considering it, and some municipal governments such as Chicago have local e-liquid taxes.

With the new federal deeming rule rendering individual U.S. states' active intervention in many other areas of the vapour market unnecessary or impossible, taxation may be one way they can continue to control the development of vaping within their borders.



Recent e-cigarette regulation: some noteworthy cases

No surprises here – after all, the U.S. Food and Drug Administration's deeming rule and the European Union's Tobacco Products Directive (TPD), both coming into practical effect within months of each other this summer, are by far the largest regulatory developments in the history of the e-cigarette.

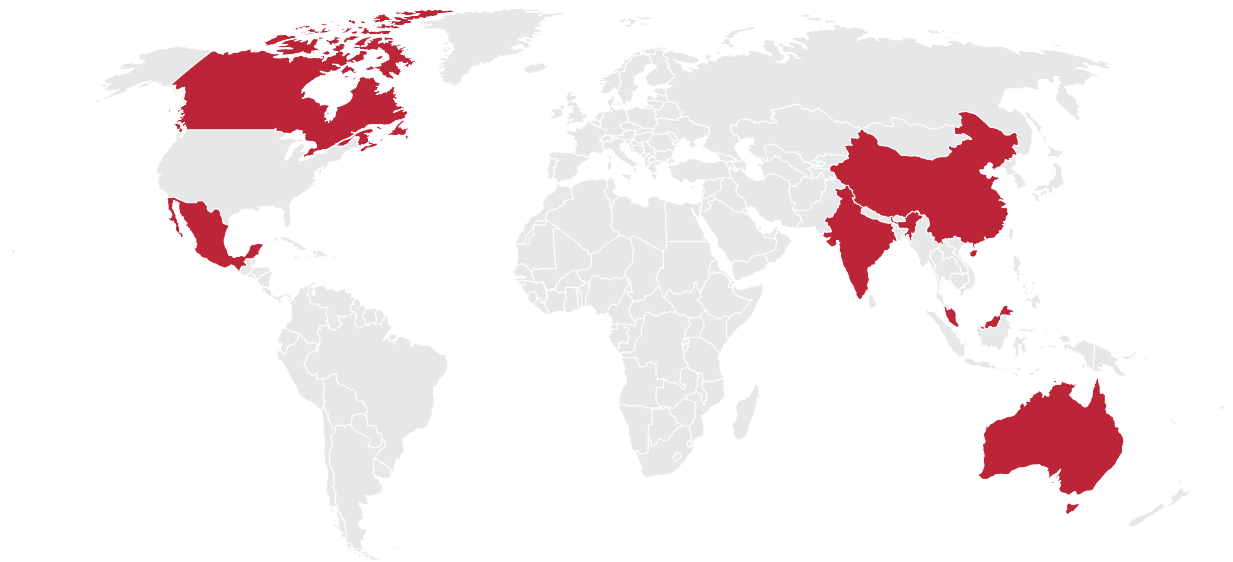
The TPD even reached beyond the EU's borders, leading both Norway and Switzerland to regulate in parallel with their neighbours.

E-cigarette "bans", while much-discussed (and sometimes paraded by vaping's detractors), are difficult to define and quantify. There are many cases where the products have not

been deliberately prohibited, but still cannot be legally sold, thanks to old tobacco or pharmaceutical legislation.

Then there are cases like Australia (where vaping is not banned, but any market is effectively thwarted by law) or Canada (where a pharma regime has been asserted by Health Canada, and been widely ignored).

Some are clearer. Singapore late last year further strengthened its law on e-cigarettes by completely banning nicotine-containing e-liquid. And Oman has recently introduced rules which, along with those of nearby countries, effectively make the whole of the Arabian Peninsula a no-vaping zone – although again they may not be universally observed.



The e-cigarette world: some hot spots to watch

There is increasing pressure within **Australia** to liberalise the country's prohibitory approach to vapour products.

And there is pressure too in **Canada**, but there it is more about clarifying a confused situation than lifting actually arduous rules. New federal law seems highly likely.

China is the world centre of e-cigarette manufacturing yet until recently its own vaping scene has been small-scale. There are now signs that this is changing. Much depends on regulatory attitudes in a country that has over recent years become more active in tobacco control, but there is at least the possibility of a very large new market emerging here.

The omens for that from **Hong Kong** are not positive, though: in this special administrative region of China, nicotine-containing e-cigarettes already require a pharma licence and there are demands for even them to be outlawed.

India, like China, is getting more aggressive in tobacco control and there it seems very probable that e-cigarettes will be caught up in the onslaught. This year a small businessman in Punjab was sentenced to imprisonment for selling e-cigs; that state, like the second-largest Maharashtra, bans them and others can be expected to follow.

The news is not good in **Malaysia** either. Reports (and some of the data we present here) suggest a rapid collapse in the once large local market, following government raids on vape stores, official anti-vaping campaigns, adverse comments by religious leaders and some state-level prohibitions.

Mexico might be a brighter spot. There, a supreme court decision came down in favour of a retailer who had been fined for selling e-cigs, ruling that the country's ban on non-pharmaceutical products was unconstitutional. The court decision does not automatically legalise e-cigarettes in Mexico but undoubtedly sets the stage for a reconsideration of the law.

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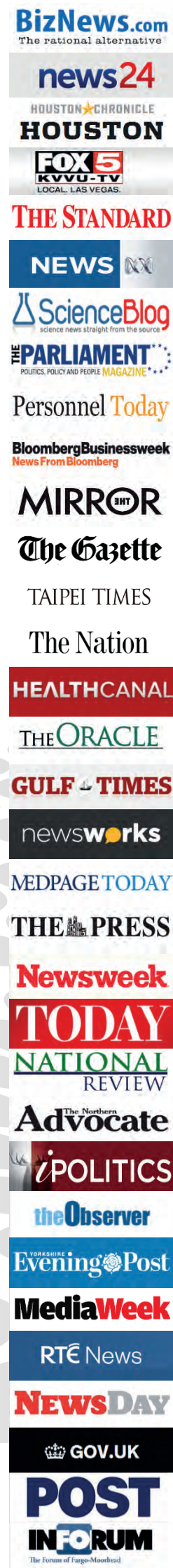
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