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every breath counts



## World No Tobacco Day 2018

### New heated tobacco products No smoke? no fire?

Wednesday 30 May 2018

13:30-15:30

EU Parliament, Strasbourg, France  
Room LOUISE WEISS N3.5

#### Draft agenda

- 13:30-14:00      **Networking lunch**
- 14:00-14:10      **Welcome from host MEP**  
*Gilles Pargneaux, Member of the European Parliament*
- 14:10-14:20      **Heated tobacco – A scientific review and presentation of the ERS position paper**  
*Charlotta Pisinger, ERS Tobacco Control Committee Chair*
- 14:20-14:30      **Marketing communications from the tobacco industry for nicotine intake: “Old habits die hard”**  
*Juan Miguel Rey-Pino Ph.D, lecturer in marketing management and research, Universidad de Granada*
- 14:30-14:40      **Regulating heated tobacco: what can be done?**  
*Patricia Lambert, Director of the International Legal Consortium, The Campaign for Tobacco Free Kids*
- 14:40-15:00      **Case-study: An overview of the situation in France**
- The city perspective**  
*Alexandre Feltz, Deputy Mayor of Strasbourg (TBC)*
- The civil society perspective**  
*Loïc Jossieran, President of the French Alliance against Tobacco*
- 15:00 – 15:10      **Q&A**  
*Francisco Lozano, ENSP President*  
*Charlotta Pisinger, ERS Tobacco Control Committee Chair*
- 15:10 – 15:30      **Closing speech**  
*Marisol Touraine, Advisor to the French Council of State and Former French Minister of Social Affairs and Health*