

Tuesday, November 27, 2007 - Day 1	
JOINT SESSION	
Trends and Directions for the global tobacco industry	
09.00 h - 09.15 h	WELCOME & INTRODUCTION BY MODERATOR
09.15 h - 10.30 h	Stock analysts evaluate the industry's performance A whole industry has been created to help investors keep track of rapidly changing companies and industries. Three expert analysts share their insights on the past, present and future of the premier cigarette corporations.
09.15 h - 09.40 h	Jonathan Fell , Director, Deutsche Bank Equity Research - analyses Imperial Tobacco and Altadis -
09.40 h - 10.05 h	Elise Badoy , Executive Director, Goldman Sachs - analyses BAT and Swedish Match -
10.05 h - 10.30 h	Erik Bloomquist , Vice President, Head Global Tobacco Research, JPMorgan Securities Ltd - analyses Philip Morris International and Japan Tobacco -
10.30 h - 11.25 h	Analyst panel discussion Jonathan Fell, Elise Badoy, Erik Bloomquist plus questions from the floor
11.25 h - 11.50 h	COFFEE BREAK
11.50 h - 12.30 h	Global Tobacco Trends 2007 Zora Milenkovic , Account Manager Tobacco, Euromonitor International Milenkovic will examine numerous trends and directions for the tobacco industry, with projections out to 2012. Euromonitor is a primary global source of statistical information. Although Euromonitor chiefly covers retail sales to consumers, Milenkovic will also present information on legislative developments, cigarette trends, cigarette alternatives, and cigar and RYO growth, among other subjects.
12.30 h - 12.40 h	QUESTION AND ANSWER SESSION
12.40 h - 13.20 h	The Shape of Things to Come: Tobacco's Bright Future John Luik , Public Policy Consultant Given the host of regulatory and legal problems facing the industry, conventional wisdom predicts a dim future. However, that type of wisdom misses a number of factors that could well provide a much brighter immediate future, according to John Luik, a noted author, educator and critic. Luik obtained his three degrees from Oxford University on a Rhodes scholarship and has been involved in and with the tobacco industry for years.
13.20 h - 13.30 h	QUESTION AND ANSWER SESSION
13.30 h	LUNCH
Exhibition Visit	

CONGRESS PROGRAMME

Wednesday, November 28, 2007 -Day 2	Wednesday, November 28, 2007 - Day 2
<p align="center">LEAF TOBACCO SESSION - Part 1</p>	<p align="center">GENERAL SESSION - Part 1 A panel overview of “reduced harm products” For decades, the industry has been trying to come to grips with the potential harm connected to tobacco products. A uniquely qualified panel of industry-leading experts looks at what we have learned and where we need to go from here.</p>
<p>09.00 h - 09.10 h WELCOME & INTRODUCTION BY MODERATOR</p>	<p>09.00 h - 09.10 h WELCOME & INTRODUCTION BY MODERATOR</p>
<p>09.10 h - 09.50 h Leaf tobacco demand and shifts in production James H. Starkey, former U.S. Deputy Under-Secretary of Agriculture Jim Starkey worked 16 years for the United States Department of Agriculture, beginning in 1965. During that time he rose from being an international economist in the Foreign Agricultural Service, to agricultural attaché to assistant special trade representative for agricultural affairs and then to a position where he was the chief agricultural trade negotiator for the U.S. government. When he left the U.S. Department of Agriculture in 1981, he was Acting Under Secretary, involved in oversight over the key domestic and international programs of the USDA. In 1981, he joined Universal Corporation where he held various executive management positions. At his retirement in 2006, he was vice president of Universal Corporation, senior vice president of Universal Leaf Tobacco Co. and vice president and member of the management board of Deli Universal.</p>	<p>09.10 h - 09.50 h Hoffmann analytes: What we have learned Lutz Mueller, Independent Scientific Consultant Mueller will comment on the development of the Hoffmann list and place what is known about the analytes into context of the tobacco industry’s risk reduction efforts. A biochemist by training, Mueller has decades of experience in the pharmaceutical and tobacco industries. He has held senior positions in scientific and regulatory affairs at R.J. Reynolds Tobacco International and its successor company, JTI.</p>
<p>09.50 h - 10.30 h Independent Leaf Company looks at the future Noyan K. Gürel, Executive Director, Sunel Ticaret Türk A.S. For more than 20 years, Noyan Gürel has been involved in all aspects of the Turkish Oriental leaf tobacco business. He currently is the executive director of family-owned Sunel Ticaret Türk A.S. and oversees all of its activities. Sunel Ticaret Türk is a leading processor of Turkish oriental tobacco. It does business on a wide number of markets, including Kyrgyzstan and Bulgaria and has been in operation since 1939.</p>	<p>09.50 h - 10.30 h A toxicologist looks at tobacco David Doolittle, Vice President of Product Evaluation, R.J. Reynolds Tobacco Company Doolittle has been with RJR for 22 years, is a board certified toxicologist and an elected member of the U.S. Academy of Toxicological Sciences. He will explain what we know about the health implications of the various elements involved in tobacco and how we can apply that knowledge toward producing reduced harm tobacco products.</p>
<p>10.30 h - 10.45 h QUESTION AND ANSWER SESSION</p>	
<p>10.45 h - 11.20 h COFFEE BREAK</p>	<p>10.30 h - 10.50 h COFFEE BREAK</p>
<p>11.20 h - 12.00 h PMI Good Agriculture Practices Nicolas Denis, Director, PMI Agricultural Programs PMI promotes the growth of quality tobaccos under conditions that minimize the environmental impact, identify areas for improvement and enhance worker safety, among other factors. This GAP (Good Agricultural Practices) program is required worldwide wherever tobacco is sold to PMI. Participation is a business requirement and is also aimed at meeting PMI’s social responsibility objectives, social expectations and compliance with regulations. The program is backed up with regular, in-the-field inspections. Learn the details and the importance of this program to PMI.</p>	<p>10.50 h - 11.30 h Designing a reduced-risk cigarette Mike Taylor, Director of Scientific Development, Filtrona Technology Centre Traditionally, filters have been used primarily to reduce tar and nicotine levels, but the industry is increasingly interested in reducing vapor phase compounds, as well. Mike Taylor will discuss cigarette design in general, plus the potential and limitations of filter technology in helping reduce the health risks associated with smoking.</p>
<p>12.00 h - 12.50 h Leaf industry directions: an overview Senior Management from Universal Leaf Tobacco Co. Find out how the market leader expects leaf supply and demand to evolve — and the challenges that lurk in the future.</p>	<p>11.30 h - 12.10 h The challenges of laboratory testing Richard G. Higby, President / Managing Director, Arista Laboratories Arista Laboratories specializes in the characterization of tobacco constituents and smoke emissions. In this session, Higby explains the challenges of testing specific analytes in a realm of diminishing returns for low-yield cigarettes and improved product technology.</p>
<p>12.50 h - 13.05 h QUESTION AND ANSWER SESSION</p>	
<p>13.05 h LUNCH Exhibition Visit</p>	<p>12.10 h - 12.50 h A whole set of new regulations? Yves Saint-Jalm, Head of Corporate Research, Altadis Several countries already require cigarette manufacturers to disclose some or all of the ingredients in their products — and more are likely to follow. How do such requirements impact cigarette makers’ competitive advantages, and what does it mean for their tobacco harm reduction efforts? St. Jalm applies his years of experience to this controversial topic.</p>
<p>13.05 h LUNCH Exhibition Visit</p>	<p>12.50 h - 13.30 h QUESTION AND ANSWER SESSION 13.30 h LUNCH Exhibition Visit</p>

CONGRESS PROGRAMME

Thursday, November 29, 2007 - Day 3	Thursday, November 29, 2007 - Day 3
LEAF TOBACCO SESSION - Part 2	GENERAL SESSION - Part 2
<p>09.00 h - 09.10 h WELCOME & INTRODUCTION BY MODERATOR</p>	<p>09.00 h - 09.10 h WELCOME & INTRODUCTION BY MODERATOR</p>
<p>09.10 h - 09.50 h Leaf industry support for new leaf-sourcing area Roberto Mito Albino, National Director, Ministry of Agriculture, Agriculture Promotion Centre, Mozambique João José Macaringue, CEO, Mozambique Export Promotion Institute Years of civil war have left Mozambique one of the poorest countries in the world. But good governance, combined with timely investments have started turning the country around. Learn how the tobacco industry has contributed to this remarkable development.</p>	<p>09.10 h - 09.50 h Assessing the Relative Risk of Potential Reduced-Risk Tobacco Product Use Michael Falk, Executive Director, Life Sciences Research Office (LSRO), an independent non-profit organization. Several tobacco companies have marketed products intended to reduce the risks of tobacco use. LSRO has developed the first independent, comprehensive testing and evaluation processes to determine if risks are likely to be reduced by the use of such products, something not previously available. Falk will review results of the first studies.</p>
<p>09.50 h - 10.30 h Primary Agronomic Challenges Now and the Future Henri Papenfus, Consultant Agronomist A respected agronomist with decades of tobacco experience, Papenfus will summarize the trends in agronomic challenges the leaf industry has experienced, and then project those and other challenges into the future. During his long career, Papenfus has worked for both Rothmans and BAT, and now is a consultant for Alliance One.</p>	<p>09.50 h - 10.00 h QUESTION AND ANSWER SESSION</p>
<p>10.30 h - 10.50 h QUESTION AND ANSWER SESSION</p>	<p>10.00 h - 10.40 h Packaging of Cigarettes Another Challenge - Another Opportunity Dieter Neuber, independent cigarette machinery consultant Based on 43 years of involvement in the industry, Neuber looks at past, present and future developments in the making and packing of cigarettes. During a long-time cooperation with Focke, Neuber has been intimately involved in many key industry developments. He predicts a major future increase in the importance of packaging</p>
10.50 h - 11.20 h COFFEE BREAK	10.50 h - 11.20 h COFFEE BREAK
<p>11.20 h - 12.00 h Leaf contributions toward reduced-harm products Anne Jack, Research Specialist, University of Kentucky Risk reduction starts in the field. What can tobacco growers do to help the industry reduce the harm caused by tobacco smoke? Jack is currently researching normicotine, one of the four alkaloids in tobacco. She will cover work being done to remove tobacco specific nitrosamines from flue-cured and burley tobaccos. A second major area to be addressed is the potential of integrated pest management to both reduce the chemicals used in tobacco production (and their residues) and to increase profits for growers.</p>	<p>10.40 h - 10.50 h QUESTION AND ANSWER SESSION</p>
<p>12.00 h - 12.40 h Child Labour in Tobacco-Growing Antonio Abrunhosa, CEO, International Tobacco Growers' Association (ITGA) Child labour is a pressing concern in many of the tobacco industry's leaf sourcing areas. Most tobacco companies have strict policies prohibiting the use of such labour. Abrunhosa will sketch the extent of the problem and suggest best practices in helping to control it.</p>	<p>12.00 h - 12.10 h QUESTION AND ANSWER SESSION</p>
<p>12.40 h - 13.10 h QUESTION AND ANSWER SESSION</p>	<p>12.10 h - 12.50 h Chinese address reduced harm cigarettes Keynote Speaker Yan Yaming, President, Zhengzhou Tobacco Research Institute of CNTC (ZTRI) Mr Yan is president, Zhengzhou Tobacco Research Institute (ZTRI). ZTRI is the only comprehensive tobacco science research and development organization directly under STMA/CNTC. Mr Yan will address the continuing research and development efforts by STMA/CNTC to produce and market reduced potential harm cigarettes.</p>
13.10 h LUNCH	13.00 h LUNCH
Exhibition Visit	Exhibition Visit