



INVITATION

NAVIGATING NICOTINE REGULATION: INSIGHTS FROM SWEDEN

DATE & TIME: 26 MARCH 2024 | 16:00-18:00

VENUE: NIEUWSPOORT, DEN HAAG

INVITATION

Business Sweden – the Swedish Trade & Invest Council – cordially invites you to attend the meeting:

Navigating Nicotine Regulation: Insights From Sweden

LOCATION

Nieuwspoort, Bezuidenhoutseweg 67, Den Haag

DATE

Tuesday 26 March 2024

16:00 – 18:00


Regulating new nicotine products is necessary to support public health policy aiming to reduce negative health, social and economic consequences associated with smoking, while at the same time protecting non-smokers and minors.

Sweden is the first country to nearly reach “smokefree” status – achieved when adult smoking prevalence falls to 5% or less. Together with countries like Denmark, Hungary, Slovakia and Czechia, Sweden has successfully implemented strict regulation of new nicotine products in a manner proportional to achieving public health ambitions while also curbing adult smoking prevalence. Regulation is imminent in other countries, such as Finland and Lithuania.

The purpose of this meeting is to emphasise the need to properly regulate new nicotine products in the Netherlands and exchange experiences in how countries like Sweden have successfully balanced public health and strict regulation.

We strongly believe that this meeting will be beneficial to you and for your organisation.

Sincerely yours,



Mr. Tomas Korseman
Trade Commissioner of Sweden to the Netherlands
Business Sweden

PROGRAM

16:15 Arrival to Nieuwspoor

16:30 **Welcome & tour de table**

Aldith Hunkar, Moderator

Hunkar (1962) is a renowned Dutch journalist, best known for her years as news anchor for NOS Journaal and presenter of Jeugdjournaal. Since 2007 she has worked as a journalist, moderator, and debate leader focusing on themes such as health, youth, education, culture and social cohesion.

16:35 **Presentation: Tobacco, nicotine and public health from a scientific perspective**

Karl Fagerström, PhD

Fagerström is a clinical psychologist with over 50 years' experience in nicotine and tobacco research. He was awarded the World Health Organisation medal in 1999 for his outstanding work in tobacco control.

16:50 Opportunity for questions

16:55 **Discussion: The smoker and reduced risk products**

Martin Cullip

Cullip is a former transport company director who smoked for 33 years before quitting in favour of vaping. He witnessed the numbers of smokers in his company declining rapidly as they switched to reduced risk nicotine products, from around 50% of staff down to less than 10%. Martin was long involved with the UK consumer association, The New Nicotine Alliance, and as such has taken part in parliamentary evidence sessions as well as consumer, industry, scientific and political events to provide his first-hand experience of the role alternative reduced risk products offers people addicted to smoking.

17:00 Opportunity for questions

17:05 **Discussion: Regulation and public health – the Swedish and EU perspective**

Moderator: Aldith Hunkar

Jesper Skalberg Karlsson, Member of Swedish Parliament

Jesper has been a Member of Parliament in the Swedish Riksdag since 2015. He is a member of the Moderate Party representing the district of Gotland. He is a member of the Committee of Health and Welfare.

Tobias Andersson, Member of Swedish Parliament

Tobias has been a Member of Parliament in the Swedish Riksdag since 2018. He is a member of the Sweden Democrats party representing a district in Västra Götaland. He is chair of the Committee on Industry and Trade.

17:30 **Summary and conclusion**

17:30- Borrel & mingle

18:00 End

REGISTRATION

Please confirm your attendance to the following contact no later than **Friday 22 March 12:00 CET**:

Mr Peter Hjertsson

E: peter.hjertsson@business-sweden.se

The meeting will be held in English.

PRACTICAL INFORMATION

Date: Tuesday 26 March 2024

Time: 16:00-18:00

Venue: Nieuwspoord

Organisation, information: Peter Hjertsson

peter.hjertsson@business-sweden.se

M: +31 (0)6 16 33 64 34

Please note: Nieuwspoord is located within the temporary premises of the Tweede Kamer, where certain extra safety procedures apply. To ensure that your visit runs smoothly, we would like to ask you to make some preparations.

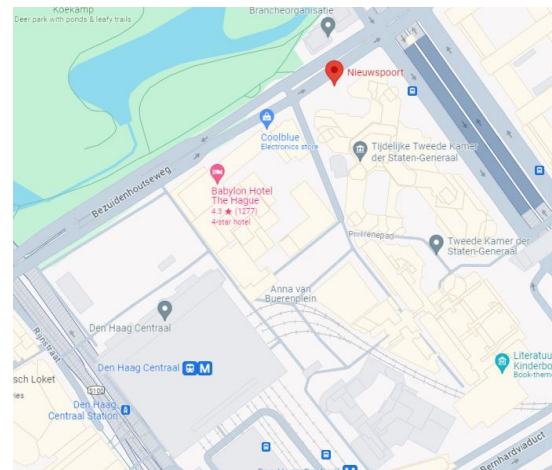
Address: Perscentrum Nieuwspoord
Bezuidenhoutseweg 67
2594 AC Den Haag
Netherlands

Please note the entrance to Nieuwspoord is located on the side of the Tweede Kamer building – not the main entrance.

How to access the venue:

- Please arrive on time due to security measures
- Please bring a valid ID
- Invitees can preregister for fast access to the venue

More information will be provided to participants after confirmation of attendance.



By car | The Tweede Kamer building is located next to the A12 (exit 2 towards Centraal Station/Centrum-Zuid) and the S100 (exit towards Centraal Station) and is therefore easily accessible by car. The Tweede Kamer has no public parking. You can park at nearby Q-Park CS New Babylon or Q-Park Malieveld.

By public transit | You can easily visit Nieuwspoord via public transport. The venue is located within walking distance of Den Haag Centraal train station (when exiting the train, turn right, destination Anna van Buerenplein)

By bike | Please note – due to safety measures bicycles cannot be parked directly by the Tweede Kamer. Parking can be done at a parking strip for bicycles along the Bezuidenhoutseweg opposite of CoolBlue in the Babylon complex, or at the bicycle parking complex next to Den Haag Centraal.