

Balancing risk and reward: Innovation and Regulation at #GFN25

Regulatory changes come fast and frequently in the world of safer nicotine products, often leaving consumers, industry and regulators scrambling to catch up. In this week's newsletter, we're looking at a session designed to help us explore the wider patterns in regulation and how innovation can still thrive.



GFN25 panel session '**Innovation and Regulation - shaping the landscape for safer nicotine products**' will look at the overarching trends and influences driving regulatory shifts across the globe. From the problems balancing over- and under-regulation, and the need to safeguard public health all while allowing for the innovation that is critical in this space, this session will explore some of the most pressing issues facing regulators, manufacturers, investors and consumers.

[Check out the full GFN25 programme](#)

Jonathan Fell will lead this session, bringing his wealth of experience from the investment world and his expertise in tobacco and nicotine markets to the table. Joining Jon are: **Asanda Gcoyi**, CEO of the Vapour Products Association of South Africa; **Sam Tam**, a leading Canadian vaping advocate and regulatory subject expert; **Arkadi Sharkov**, a macroeconomist focussing on health systems analysis and management, and **Deborah Binks-Moore**, an experienced Corporate Affairs Officer at Imperial Brands. All have gathered a significant amount of first-hand knowledge of the turbulent regulatory climate surrounding safer nicotine products, so this is guaranteed to be a deeply insightful session.

[Register for GFN25 today!](#)

Have you seen TobaccoIntelligence's GFN25 exclusive article?

The Global Forum on Nicotine's host country Poland **has recently announced plans to ban flavoured nicotine pouches**. GFN25 media partner Tobacco Intelligence has just given us **an exclusive article** highlighting this proposed ban, and the trend towards bans for nicotine pouches in many European countries. Not only is it a nuanced and thoughtful piece with pinpoint expert analysis (as you'd rightly expect from TobaccoIntelligence!), it serves as an excellent amuse bouche for the GFN25 Innovation and Regulation panel session noted above! **You can read the full GFN25 exclusive article here.**

And if this has piqued your interest, don't forget that GFN25 panel discussion "**Nicotine pouches - what's the real story?**" will look at Europe's hardening stance on nicotine pouches, and how this contrasts with the real-world impact nicotine pouches have had on Sweden's smokefree journey.

[Register for GFN25 today!](#)

With just three weeks to go until we see you in Warsaw, we're getting excited - and we hope you are too. See you soon!

The GFN25 Team

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