

22 October 2025 – DAY 1

Tobacco Economics 360°: Pre-Conference Activities

Institute of Economic Sciences, Zmaj Jovina 12, Belgrade

14:00 – 15.30 Pre-Conference workshop (EU participants only + ENSP invited)

Discussion on the new EU TTD (S3, floor 3)

Moderated by: Alex Nedeltchev & Joachim Verheyen

Tobacco Economics 360°: Opening Day

Focus: Why Tobacco Economics Matters Today?

Europe House, Zmaj Jovina 8, Belgrade

15:30 – 16:00

Participant Registration

16:00 – 16:30

Opening Ceremony - Towards a Tobacco-Free Future: Policy, Science and Economic Imperatives

Jovan Zubović, IEN, Belgrade; Cornel Radu Loghin, ENSP, Brussels

Maja Vučković Krčmar, EU-Delegation, Serbia;

Fabio Scano, WHO Office Serbia

H.E. Peter Truswell, Embassy Australia

16:30 – 17:30

Keynote Speaker 1 (In English language, translation to Serbian provided)

Counting the Costs: The Global Economic Burden of Tobacco Use

Hana Ross - WIIW, Vienna; University of Cape Town, South Africa

17:30 – 18:00 | Coffee Break & Networking

18:00 – 18:15

Keynote Speaker 2 (in Serbian language, translation to English provided)

Tobacco Control Legislation in Serbia

Snežana Knežević, Goran Karapandžić, Tobacco Administration, Serbia

18:20 – 18:40

Keynote Speaker 3 (In English language, translation to Serbian provided)

The Economic Burden of Addictions: Evidence from Turkey and Global Implications for Tobacco Control

Hüseyin Hayri Nuroğlu, Turkish Green Crescent Society

18:40 – 18:50

2025 ENSP Award Ceremony

20:00 – 23:00

Dinner (**Mama Shelters**, **Shopping Center Rajičeva**, **Kneza Mihaila 54a, 4th Floor, Belgrade**)



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23 October 2025 – DAY 2

Tobacco Economics 360°: Science & Policy

Focus: Translating research into impact

Institute of Economic Sciences, Zmaj Jovina 12, Belgrade

08:45 – 09:15 Morning Coffee (Room 108, Floor 1)	
09:15 – 10:45 Parallel Sessions S-I	
S1.1.1 Keynote speaker 4 (S1, Floor 1) The need for tobacco tax reform in the region <i>Celin Colin - OECD, Paris, France</i>	S1.2. Youth Workshop, part I (S3, Floor 3 + Teams link) Decode the Industry: A Role-Play Challenge on Tobacco Tactics <i>Olivera Jovanović - IEN; Darius Lotrean</i>
S1.1.2 The EU Tobacco Tax Directive - 2025 Proposal Presented by <i>Hana Ross</i> Overview of COM(2025) 580 final (link to Draft Directive)	
10:45 – 11:00 Break	10:45 – 11:00 Break
11:00 – 13:00 Parallel Sessions S-II	
S2.1.1 Economics of Public Health Presentations 1 (S1, Floor 1) <i>Moderator: Enkeleint Aggelos Mechili - University of Vlora</i>	S2.2. Youth Workshop, part II (S3, Floor 3 + Teams link) Creative Lab: Your Message, Your Impact <i>Olivera Jovanović - IEN; Nikola Piljić - NINS; Darius Lotrean</i>
S2.1.2 Tobacco Taxation Presentations 1a (S1, Floor 1) <i>Moderator: Jovan Zubović, IEN</i>	
13:00 – 14:00 Lunch (Room 108, Floor 1) / e-Poster presentations (Room S1, Floor 1)	



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14:00 – 15:30 Session S-III

S3.1.1 Keynote speaker 5 (S1, Floor 1)

Ways to optimize supply side tobacco control policies through anti-illicit trade technology

Curtis Vaisse, Strategic Intelligence & Communications Director at SICPA

S3.1.2 Other Tobacco Control Topics Presentations 4

Moderator: Cornel Radu Loghin, ENSP

15:30 – 16:30 Parallel Sessions S-IV

S4.1 The Importance of Behavioral Insights in Tobacco Control

Presentations 2 (S1, Floor 1)

Moderator: Biljana Kilibarda - Institute of Public Health of Serbia

S4.2 Alternative tobacco products Presentations 3 (S3, Floor 3)

Moderator: Niels Them Kjaer

16:30 – 16:45 | Break

16:45 – 18:15 Session S-V

S5.1 Industry Tactics Workshop (S1, Floor 1)

Big Tobacco's exploitation of harm reduction principles

Marion Catellin, Léna Dormeau, Astrid Billard - ACT-Alliance contre le tabac

S5.2 Tobacco Industry Interference in Spain's Tobacco Legislation Reform

Raquel Fernández Megina

S5.3 Declaration on new EU TTD

Moderated by: Alex Nedeltchev & Joachim Verheyen

19.00-23.00 Social Event and Drinks: [Kuća Umetnica](#), **Gospodar Jevremova 25, Belgrade**



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24 October 2025 – DAY 3

Tobacco Economics 360°: One-Day Intensive Training

Focus: Economic Impact, Taxation, Illicit Trade & Policy Advocacy

Institute of Economic Sciences, Zmaj Jovina 12, Belgrade

Location: (S1, Floor 1)	
09:00 – 09:15 Welcome & Introduction (<i>Hana Ross</i>)	
- Addressing industry myths - Why tobacco economics matters today	
09:15 – 09:45 Session 1: The Economic Burden of Tobacco (<i>Aleksandar Zdravković</i>)	
- Vaping and novel nicotine products: Economic considerations - Quick country-specific calculation exercise	
09:45 – 10:15 Session 2: Taxation - Maximizing Public Health Gains (<i>Olivera Jovanović</i>)	
- Tax as a tool to reduce consumption - Types of tobacco taxes: Ad valorem vs. specific	
10:15 – 10:45 Session 3: Tobacco taxation in Eastern Europe (<i>Jovan Zubović</i>)	
- Smoking Prevalence and Taxation in Eastern Europe - Affordability and future tax increases	
10:45 – 11:00 Coffee Break (Room 108, Floor 1)	
11:00 – 11:45 Session 4: PMI “transformation”: what lies behind it (<i>Pascal Diethelm</i>)	
- The cigarette market - Market diversification	
11:45 – 12:30 Session 5: Cost-Effectiveness of Tobacco Control (<i>Jovan Zubović</i>)	
- Health care costs, productivity loss, social impact - Why tobacco control is an investment, not a cost	
12:30 – 13:00 Session 6: Advocacy and Communication of Economic Evidence (<i>Nikola Piljić</i>)	
- Communicating with policymakers, media, and the public - Role-play: Crafting persuasive economic arguments	
13:00 – 13:15 Wrap-Up & Next Steps (<i>Cornel Radu Loghin</i>)	
- Key takeaways - Resources and follow-up opportunities	
13:15 – 14:00 Lunch (Room 108, Floor 1)	
Additional Materials (optional):	
- Handouts on EU Directive summary - Case studies on successful illicit trade control - Media toolkit for economic advocacy	



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Roundtable TTEE Serbia

(In Serbian Language, translation available online upon request)

Institute of Economic Sciences, Zmaj Jovina 12, Belgrade

13.15-13.30 Registration (Lobby, Floor 1)	
Location: (S3, Floor 3)	
13.30-14.00	Opening and welcome
	<i>Jovan Zubović, IEN, Belgrade</i>
	<i>Hana Ross, WIIW, Vienna</i>
14.00-14.40	Economic Aspects of Tobacco Control
	Insights into Youth Smoking Initiation in Serbia, <i>Olivera Jovanović, IEN</i>
	Time varying Elasticities, <i>Aleksandar Zdravković, IEN</i>
14.40-15.00	Activities of partner institutions
	National initiative of nonsmokers of Serbia (NINS), <i>Nikola Piljić</i>
	Belgrade Institute of Public Health, <i>Anđelka Grujičić</i>
	Public Health Association, <i>Snežana Ukropina</i>
15.00-15.30 Discussion	

23 October 2025 – DAY 2

Tobacco Economics 360°: Oral presentations and e-Posters

11.00-12.10 Presentations 1 (S1, floor 1) *Moderator: Enkeleint Aggelos Mechili*

- Scala Marco
- Possenti Irene
- Gallus Silvano
- Mechili Enkeleint A.
- Klang Björn
- ~~Koalick Susann~~

12.10-13.00 Presentations 1a (S1, floor 1) *Moderator: Jovan Zubović*

- Lichner Ivan
- Diethelm Pascal
- Teshima Ayaka
- Jovanovic Olivera

13.20-13.50 e-Poster presentations (S1, floor 1)

13:20 - Naseva Emilia

13:35 - Nădășan Valentin

13:25 - Vlachou Maria

13:45 - Troiano Anna

13:30 - Milošević Marković Maja

14.30-15.30 Presentations 4 (S1, floor 1) *Moderator: Cornel Radu*

Loghin

- Lotrean Darius
- Efazat Saffa
- Romelli Marco
- Bisak Adela
- Piljić Nikola

15.30-16.30 Presentations 2 (S1, floor 1) *Moderator: Biljana Kilibarda*

- Güven Ahmet Mücahit
- Hurler Lea Ruth
- Arslan Yakup (2 x ppt)
- Nedeljković Boban
- Kilibarda Biljana

15.30-16.30 Presentations 3 (**S3, floor 3 +** teams [online](#)) *Moderator: Niels Them Kjaer*

- Malmberg Niclas
- Lotrean Lucia Maria
- Uğurlu Gökçe
- Ahmed Elnagib
- Abdelrahim Ahmed
- Marilia Breite