



38th UNITAB EUROPE CONGRESS

European tobacco outlook
regulatory challenges and market opportunities

Naples | September 23-24, 2025

PROGRAMME

MONDAY, 22 SEPTEMBER 2025

17:30 - 20:00 | **Registration of attendees**
Conference Room, Ground Floor

19:30 - 21:30 | **Welcome Cocktail**
Elements Bar, Ground Floor

TUESDAY, 23 SEPTEMBER 2025

08:00 | **Registration of attendees**
Conference Room, Ground Floor

Kick-off and Introduction

09:00 | Welcome and Opening remarks
Gennarino Masiello, *ONT Italia*

09:15 | Greeting speech
Massimo Ricci, *UNITAB ITALIA*

09:30 | Institutional greetings
National and local Institutions (Patrizio La Pietra,
Sottosegretario MASAF – tbc; Campania Region)

09:45 | The activities of Unitab Europe in 2023-2025
Tsvetan Filev, *President of Unitab Europe 2023-2025*

10:00 | UNITAB Europe - Current and Future challenges
Przemysław Noworyta, *General Secretary of Unitab Europe*

A look at the raw tobacco market

10:15 | Transforming tobacco: the rise of NGPs and regulatory challenges
Jose Becerril, *Euromonitor*

10:35 | Global tobacco market dynamics: understanding the current production context
Mercedes Vázquez, *ITGA*

10:55 The European raw tobacco market: challenges and future perspectives
Valentina Vita, *Deltafina*

Q&A

11:30 **Coffee break**

Elements Bar, Ground Floor

Seasonal reports of raw tobacco producer countries: challenges and perspectives

12:00 Country reports
Italy, Poland, Spain, Greece, Bulgaria, Hungary, Belgium, Swiss, North Macedonia

14:00 **Buffet Lunch**

Hotel main restaurant, Pulcinella room (1st Floor)

Manufacturing industries and their prospects on the European tobacco market

15:15 From Vision to Action: the future of European agricultural supply chains and the supply chain agreements for innovation and skills development
Cesare Trippella, *PMI*

15:30 JTI's vision for a sustainable future of the Italian tobacco supply chain
Adriana Valle, *JTI*

15:45 Investment and innovation: the perspectives of BAT on future challenges
Andrea Di Paolo, *BAT*

16:00 Supporting the development and sustainability of the Dark Fire tobacco supply chain: the role of Manifatture Sigaro Toscano
Massimo Biondo, *Manifatture Sigaro Toscano*

Transparency and traceability of the European tobacco market: organizational models and best practices

- 16:15** The M.A.C.I.S.T.E. project: monitoring agro-mafias and combating illicit activities in the tobacco sector
Gen. Carlo Ricozzi, *Observatory of Crime in Agriculture and the Food Chain*
- 16:30** The raw tobacco production in Italy: a regulatory example to be widespread
Massimo Spigola, *ONT Italia*
- 16:45** Raw tobacco shipments: the state of the art
Giorgio Burla, *UNITAB Italia*
- 17:00** European tobacco retailers: watchdog of legality
Peter Schweinschwaller, *Confédération Européenne des Détaillants en Tabac*
- 17:10** The tobacco production and distribution system in Italy: a model worth exporting
Mario Antonelli, *Federazione Italiana Tabaccai*

General Assembly of UNITAB EUROPE

- 17:30** General Assembly and election of the new President of UNITAB EUROPE (Members Only)

20:30 Social Dinner

Hotel main restaurant, Pulcinella room (1st Floor)

WEDNESDAY, 24 SEPTEMBER 2025

The upcoming regulatory challenges for the tobacco supply chain: CAP, TED, TPD and COP11

- 09:15** What is next for the Common Agricultural Policy?
Prof. Felice Adinolfi, *University of Bologna and Centro Studi Divulga*
- 09:35** The implications of the revision of the Tobacco Taxation Directive for the European tobacco supply chain
Eleonora Santi, *PMI*

09:55 Main European regulatory challenges and updates from Brussels
Nathalie Darge, *Tobacco Europe*

10:15 COP11: What's Coming Your Way
Maria Reymão, *Universal Leaf Tobacco*

10:35 UTP: controls and monitoring in the agricultural and raw tobacco sectors
Felice Assenza, *ICQRF MASAF*

11:30 **Coffee break**

Elements Bar, Ground Floor

The protection of economic, environmental and social values of the European raw tobacco chain

12:00 The socio-economic value of the tobacco supply chain in Europe: current state of the art and evolution
Denis Pantini, *Nomisma*

12:20 Tobacco, CAP and future prospects
Juan Eloy Rodríguez Ucedo, *Junta de Extremadura*

12:35 The European tobacco regulatory framework: what's next?
A series of online interventions by MEPs
(**Pina Picierno**; **Stefano Bonaccini**; **Paolo Borchia**; **Salvatore De Meo**; **Marco Squarta**)

13:15 The role of the Regions in the sustainability of tobacco growing in Italy
A series of interventions by regional and local politicians
(**Simona Meloni**, *Umbria Region – tbc*; **Nicola Caputo**, *Campania Region*)

13:50 Video message from the Polish Minister of Agriculture
Stefan Krajewski

14:00 **Buffet Lunch**

Hotel main restaurant, Pulcinella room (1st Floor)

The sustainability of tobacco farming: innovation, agronomical practices and defense strategies

15:15	New approaches for tobacco pest control Ernesto Lahoz , <i>CREA CI Caserta</i>
15:35	Tools to support tobacco growing in the ecological transition process towards sustainability Annalisa Saccardo , <i>Ambiente e Territorio - Coldiretti</i>
15:50	Overview on tobacco plant defense Martina Cappelletti , <i>ONT Italia</i>
16:00	The role of varietal lines in flue cured tobacco defense strategies to root-knot nematodes Linda Franceschetti , <i>FAT</i>
16:10	New bioproducts for tobacco farming Michele Falce , <i>Novamont</i>
16:20	New fungicides and digital applications for sustainable tobacco crop management Dario Spaccatosi , <i>Syngenta</i>
16:30	Tobacco portfolio crop protection – Sipcam Italy, Update 2025 Alessandro Guarnone , <i>Sipcam</i>
16:40	The development of specific machinery for the cultivation and curing of tobacco Alessio Scarscelli , <i>De Cloet</i>
16:50	Machinery and equipment for tobacco growing Spapperi Company , <i>video contribution</i>
17:00	Nature's solution to higher yields: the sustainable promise of KEY11235 Katia Welvaert , <i>Agrasoul</i>
17:15	Closing remarks President of Unitab Europe 2025-2027

THURSDAY, 25 SEPTEMBER 2025

07:30	Departure to Benevento for the field visit
18:00	Back in Naples

WITH THE PARTICIPATION OF



PHILIP MORRIS ITALIA



SOCOTAB



Organizing Secretariat



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