

PRESS RELEASE

For Immediate Release

10 August 2020

Arena International announces the Virtual Experience of the Nicotine & Cannabis Strategies Europe conference

London – Today, Arena International announced the Nicotine & Cannabis Strategies Europe conference (<https://arena-international.com/nicocannvirtualeu/>) will be held as a Virtual Experience on **Thursday, 10 September 2020**. COVID-19 demands innovative solutions for the nicotine and cannabis markets as the industry grapples with unprecedented challenges. Forming part of a global series of bespoke, senior-level, strategic conferences, this event will provide a full day of insight, discussion and debate into the latest trends and challenges in the nicotine and cannabis world.

Nicotine & Cannabis Strategies Europe is the perfect platform to talk about how the impact of this crisis will shape the nicotine and cannabis industries. This event focuses on bringing attendees everything they need to ensure a stand-out brand whilst exuding the right message to customers. Attendees will gain the knowledge and techniques needed to make certain that innovative approaches and techniques are implemented.

This one-day event with 2 streams (Nicotine and Cannabis) will deliver a full agenda with cutting-edge content allowing industry professionals to learn about how to adapt a successful product strategy post COVID-19. Attendees can **stream live and pre-recorded presentations** from top tier speakers on pressing topics including regulations, overcoming negative media, building a brand to succeeding in an online business, educating consumers and how to make products stand out on shelves. Connecting with other industry leaders will be possible via the platform's **live chat** and **video chat features**– equipping attendees with the ability to reach their peers and colleagues **globally**.

A preview of the key sessions:

- How to carve your niche in the emerging CBD Drinks industry. **Kamila Laura Sitwell, Co-Founder, Kolibri Drinks.**
- Building your brand and public awareness to send out the right message – communication is key. **Catherine Wilson, Vice President, European Industrial Hemp Association.**
- Direct to consumer: how online businesses are surviving in a highly regulated environment. **Peter Beckett, European Public & Regulatory Policy, JUUL Labs.**
- The Swedish political experience – from glacial stalemate to facing the facts. **Erik Pauldin, Government Affairs Senior Manager, British American Tobacco.**

About Nicotine & Cannabis Strategies Europe – Virtual Experience

Holding a virtual conference enables Arena International to create a secure environment for end users and vendors while delivering on what they have signed up for: a platform enabling knowledge sharing, networking and insights from peers to overcome specific challenges. This is an appropriate format to respond to the current global situation as evolutions are uncertain.

About Arena International

Arena International Events Group (part of GlobalData) welcomes over **10,000 business executives** each year who attend over **80 of our events worldwide**, they are addressed by over **1,700 industry leaders** delivering leading edge content and discussion.

Arena International's events consistently strive to provide thought-provoking content and unrivalled networking opportunities, which add tangible value to those who attend. With comprehensive

learning programmes, wide-ranging exhibitions and extensive networking activities we bring together industries to collaborate and learn. www.arena-international.com

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