

# WORKSHOP PROGRAMME

## REGULATION AND STRATEGIC BEHAVIOUR OF TOBACCO MANUFACTURERS

**Wednesday 30<sup>th</sup> January 2013**  
**University of Bath, School of Management**

09:30-10:00. *Registration/Coffee (8 West reception area)*

10:00-10:45. Global Tobacco and Regulation: A view from the Street  
[Erik Bloomquist \(Berenberg Bank\)](#)

10:45-11:30. Corporate Social Responsibility, Smoking Bans and Market Seeking FDI in  
the Tobacco Industry  
[Dr Chris Jones \(Aston University\)](#)

11:30-11:45. *Coffee break*

11:45-12:30. Innovation in Industry Political Activity: the Case of Tobacco Industry  
Philanthropy  
[Dr. Gary Fooks \(University of Bath\)](#)

12:30-13:15. Pricing and Illicit Tobacco: What is really happening in the UK?  
[Professor Anna Gilmore \(University of Bath\)](#)

13:15-14:15. *Buffet lunch (8 West reception area)*

14:15-15:15. **Keynote speech:** Impacts of Regulation on U.S. Cigarette Manufacturers  
(and others)  
[Professor Frank Sloan \(Duke University\)](#)

15:15-16:15. **Keynote speech:** Globalization of the Tobacco Industry and Implications for  
Tobacco Control  
[Professor Frank Chaloupka \(UIC\)](#)

16:15-16:30. *Tea break*

16:30-17:30. **Panel session:** "Can tobacco manufacturers survive any more regulation?"  
[Chaired by Rob Branston \(University of Bath\)](#)

**ALL MORNING PRESENTATIONS ARE IN 8W 3.14**

**ALL AFTERNOON PRESENTATIONS ARE IN 3W 4.13**