



SEMINAR

Department of Public Health



University of Otago, Wellington | 23A Mein Street | Newtown | Wellington

E-cigarettes and the future of the tobacco industry: Demise, exit, or rehabilitation?

Professor Jeff Collin – University of Edinburgh

In 2013 the investment bank Goldman Sachs identified e-cigarettes as a technology capable of “creative destruction,” offering smokers an alternative product that could require cigarette manufacturers to radically adapt their business models or else face terminal decline. Alongside debates about the comparative safety of e-cigarettes, understanding the strategic significance of such new products to the tobacco industry is of critical importance to the future of tobacco control and public health policy more broadly.

This seminar will examine how tobacco companies have sought to respond to such threats, and highlights the opportunities associated with e-cigarettes and the harm reduction agenda. It appraises key acquisitions and initiatives and examines their roles within wider industry efforts to undermine tobacco control.

Jeff Collin is Professor of Global Health Policy at the University of Edinburgh. A political scientist, his research focuses on globalisation, health governance and corporate strategies to influence public health policy. He has been a member of WHO expert groups on tobacco industry influence on policy, is a member of the Tobacco Advisory Group of Cancer Research UK, a co-investigator in the UK Centre on Tobacco and Alcohol Studies, and an expert advisor for the Institute of Alcohol Studies

**Friday 11 March 2016 | 12.30pm to 1.30pm | Small Lecture Theatre
ALL WELCOME!**

Available by web-link. Email fran.wright@otago.ac.nz for details