

FORUM: HOW TO GET COLOMBIA TO SMOKE LESS? Taxes and Recent Evidence on Illicit Tobacco Trade	
<u>Agenda</u>	
7:30 - 8:00	Registration for in-person participants
8:00 - 8:30	<p>Opening and welcome.</p> <ul style="list-style-type: none"> • Representative of Universidad del Rosario, Dr. Miguel Gómez Martínez, Dean of the Faculty of Economics • Representative of the Ministry of Health, Dr. Yuliana Andrea Valbuena, Subdirector of Non-Communicable Diseases • Representative of the DIAN, Carolina Benitez, Head of the Fight Against Smuggling, Money Laundering and Tax Evasion • PAHO Representative <p>Master of ceremonies: Victoria Eugenia Soto, PROESA-Universidad ICESI</p>
8:30 - 8:45	<p>Conference: The Control of Illicit Tobacco Trade in Latin America. Lessons Learned and Pending Tasks</p> <p>Guillermo Paraje, Universidad Adolfo Ibáñez</p>
8:45 - 9:30	<p>Conference: Collection of Discarded Cigarette Packs to Measure the Prevalence of Contraband from the Monitoring of the Characteristics of Cigarette Packs in Colombia (M3C-COL)</p> <ul style="list-style-type: none"> • Juan Camilo Herrera, PROESA-Universidad ICESI • Blanca Llorente, Fundación Anáas
9:30 - 9:45 Coffee break	
9:45-10:15	<p>Panel 1: The Role of Contraband Control in Tobacco Policy</p> <p>Moderator: Paul Rodríguez, Universidad del Rosario</p> <ul style="list-style-type: none"> • Roberto Iglesias, Consultant, World Bank • Norman Maldonado, PROESA-Universidad ICESI • Javier Deaza, DIAN, Subdirector of Information and Analytics • Ministry of Finance Representative
10:15 - 10:50	<p>Panel 2: The Future of Sanitary Measures in Colombia</p> <p>Moderator: Luis Fernando Alarcón, Pan American Health Organization (PAHO)</p> <ul style="list-style-type: none"> • Camilo Silva, Ministry of Health and Social Protection, Professional from the Healthy Ways, Conditions and Lifestyles Group of the Sub direction of Non-communicable Diseases

	<ul style="list-style-type: none"> • Inti Barrientos, National Institute of Public Health (INSP), México • Carolina Galvis, Consultant, Fundación Anáas, Lawyer, Specialized in Regulation and Management of Telecommunications and New Technologies • Belén Arnau, Center for Studies of State and Society, Argentina (ReMaP)
<p>10:50 - 11:15</p>	<p>Recognition and Delivery of Diplomas</p> <p>Video: The Experience of Being a Citizen Scientist in a Tobacco Control Project</p> <p>Recognition of Citizen Scientists of the M3C-COL Project</p> <ul style="list-style-type: none"> • Marcela Haydee Galeano Castillo, Ministry of Health and Social Protection, Coordinator of the Healthy Styles, Ways and Conditions of Living Group • Dr. Carlos Castro, Medical Director, Colombian League Against Cancer • Scouts of Colombia representative • Hans Friedrich, Fundación Anaás
<p>11:15 – 11:30</p>	<p>Conclusions and closing words, Victoria Soto Rojas, PROESA-Universidad ICESI</p>