

# Welcome to the 16<sup>th</sup> World Conference on Tobacco or Health (WCTOH)

On behalf of the organising committee and Emirates Cardiac Society, we are honoured to invite you to the 16<sup>th</sup> World Conference on Tobacco or Health (WCTOH) which will be held from 17 to 21 March 2015 in Abu Dhabi, the capital city of the United Arab Emirates (UAE). The Conference is a call for a collective resolution to fight tobacco by working together and integrating tobacco control into two broad agendas for achievement of our common health and development goals.

The Conference theme of "Tobacco and Non-Communicable Diseases" highlights the fact that tobacco use is the most alarming risk factor for diseases causing millions of deaths every year and contributing to the enormous burden of NCDs all over the world. Through the implementation of the WHO FCTC and MPOWER, considerable progress has been made since the WCTOH 2012 in Singapore, but many challenges remain.

The Conference format will include panel discussions, symposia, posters, workshops and post-graduate courses on the many aspects of the tobacco epidemic and will highlight the efforts being made to control it through the WHO FCTC and MPOWER. Tracks on new emerging products and challenges, the post-2015 development agenda, the supply and demand side of the tobacco industry and the globalisation of tobacco industry interference will give all participants the opportunity to discuss the current situation and come up with proposals on how to accelerate tobacco control in all countries.

With UAE making efforts towards ending the tobacco epidemic by banning smokeless tobacco and introducing strict tobacco control laws, we recognise this Conference as an outstanding opportunity to host a confluence of multi-sector stakeholders in order to evaluate current global strategies to fight tobacco and to develop a way forward collaboratively.

It is imperative that tobacco control efforts be stepped up further with progressive, groundbreaking and radical international measures moving towards a tobacco-free world. Although success in tobacco control efforts has been regionally skewed, there are a number of positive developments and activities in our global tobacco control movement that can be replicated as best practice.

We look forward to learning from your experiences and insights pertaining to various facets of tobacco control including governance, policy, advocacy and research. Your participation will contribute immensely to the success of the 2015 World Conference on Tobacco or Health. We look forward to welcoming you to Abu Dhabi, where you will find both constructive discussions at the conference and warm UAE hospitality.

Dr Wael A. Al Mahmeed  
President, WCTOH 2015

Prof Harry Lando  
Chair, Scientific Programme Committee

## Scientific Programme

The scientific programme includes more than 100 sessions featuring presenters from over 65 countries.

The programme includes:

- Update on WHO FCTC and MPOWER organised by the World Health Organization (WHO)
- More than 20 workshops and post-graduate courses, covering the latest issues in tobacco control
- Over 70 symposia and panel discussions
- Oral abstract sessions
- Poster discussion sessions
- Plenary sessions
- "Meet the expert" sessions
- Youth pre-conference workshop
- Award ceremonies honouring outstanding achievements in the field of tobacco control

## Principal Tracks and Topics

- Tobacco and non-communicable diseases
- New emerging products and challenges, issues and strategies
- Post-2015 development agenda
- Supply side:  
FCTC Art. 15, 16, 17
- Demand side:  
FCTC Art. 6-14, 20
- Globalisation of tobacco industry interference
- The role of civil society
- Illicit trade
- Electronic nicotine delivery systems (ENDS)
- Shisha
- Smokeless tobacco
- Smoking cessation
- Tobacco taxes



## Who attends

The WCTOH delegates include public health professionals, policy-makers and representatives of civil society from all over the world, as well as the experts and opinion leaders who will lead the debates.



## Abstracts

All abstract submissions for the 16<sup>th</sup> WCTOH have been reviewed by a panel of international experts. The Scientific Programme Committee has allocated accepted abstracts to an oral or poster session, with selected abstracts included in the abstract book of the conference (electronic format).

Finalised abstract sessions will be available on [wctoh.org](http://wctoh.org) by the end of November 2014. Oral abstract sessions will take place from 19–21 March 2015

## Symposia, Panel Discussions, Workshops, Post-Graduate Courses

The WCTOH will showcase tobacco control best practice and up-to-date research, demonstrating worldwide challenges, issues and success stories.

For registration details, visit [wctoh.org](http://wctoh.org)

## Registration

On average some 2,500-3,000 delegates from more than 100 countries attend the World Conferences on Tobacco or Health.

Registration is now open.

For programme details and registration, visit [wctoh.org](http://wctoh.org)

**Early-bird discount rates apply! Register before 3 December 2014 to benefit from these special rates.**

## CME Credits

An application will be made to the EACCME® for CME accreditation for this event.



## Exhibitor Booths

The WCTOH offers a unique opportunity for exhibitors to showcase their products and services to delegates from all over the world, who are interested in combatting tobacco use and NCDs.

The conference exhibition area also provides excellent opportunities for networking with delegates and other exhibitors. A variety of companies, agencies, non-governmental organisations (NGOs) and other health organisations exhibit at the conference.

**Booths and exhibition space are offered to government agencies, foundations and civil society, publishers and fellow NGOs.**

All coffee breaks and rest areas, Internet area, poster sessions and registration desks are situated in the same building as the exhibition area, providing frequent and repeated opportunities for delegates to visit the exhibits.

A list of exhibitors is published in the final programme, which is distributed to all attending delegates, thus increasing exhibitors' exposure.

## Sponsorship Opportunities

Various sponsorship and advertising opportunities are available, including sponsored satellite symposia, flyer inserts and advertising in the final programme, as well as sponsorship of participants from low-income countries.

**If you have questions about exhibiting at the WCTOH, please write to: [secretariat@wctoh.org](mailto:secretariat@wctoh.org) or visit [wctoh.org](http://wctoh.org).**



## WCTOH 2015 Committees

**President, WCTOH 2015:** Wael A. Al Mahmeed (UAE)  
**Chair, Scientific Programme Committee:** Harry Lando (USA)

### Organising Committee

Wael A. Al Mahmeed (UAE)  
Nooshin Bazargani (UAE)  
Wedad Madoor (UAE)  
Scott Sherman (UAE)  
Jalaa Taher (UAE)  
Bassam Mahboub (UAE)  
Mohamed Al Houqani (UAE)

Shereena Mazrouie (UAE)  
Mariam Ahmed Al-Wahedi (UAE)  
Mashaal Alameri (UAE)  
Ahmad Al Mulla (UAE)  
Hanan Obaid (UAE)  
Abdul Razzak Al Kaddour (UAE)

### Scientific Committee

Harry Lando (USA)  
Wael A. Al Mahmeed (UAE)  
Yumiko Mochizuki (Japan)  
**Judith Mackay (Hong Kong)**  
Omar Shafei (UAE)  
Fatima El Awa (Egypt)  
Jawad Al Lawati (Oman)  
Ahmed Mandil (Saudi Arabia)  
Rima Nakkash (Lebanon)  
Mohammad Masjedi (Iran)  
Wasim Maziak (USA, Syria)  
Samer Jabbour (Egypt)  
Chew Ling (Singapore)  
Prakash Gupta (India)  
Dileep Bal (USA)  
Nils E. Billo (Switzerland)  
Ehsan Latif (UK)  
Gilbert Lenoir (France)  
Lorraine Greaves (Canada)  
Eduardo Bianco (Uruguay)  
Marie-Claude Lamarre (France)

Francis Thompson (Canada)  
Doug Bettcher (Switzerland)  
Michele Bloch (USA)  
Anne Jones (Australia)  
Samira Asma (USA)  
Dorcas Kiptui (Kenya)  
Paula Johns (Brazil)  
Jennifer Ellis (USA)  
Monika Arora (India)  
Jacqui Drope (USA)  
Roger Ciza (Burundi)  
Hassen Ghannem (Tunisia)  
Belen Sáenz de Miera (Mexico)  
Deborah Chen (Jamaica)  
Susan Mercado (Philippines)  
Luke Clancy (Ireland)  
Belen Rios (Argentina)  
Sylviane Ratte (France)  
Yussuf Saloojee (South Africa)  
Tom Glynn (USA)

### Permanent Secretariat WCTOH

Nils E. Billo, Louisa Stewart, Anuradha Castan, Agnès Djengue,  
Cécile Castel, Golda Nyagitari



## WELCOME TO ABU DHABI, UNITED ARAB EMIRATES' ISLAND CAPITAL

Year-round sunshine, stunning beaches, turquoise waters and a vibrant cosmopolitan lifestyle await every visitor to Abu Dhabi. Over 50 airlines fly to Abu Dhabi's international airport from all over the world, and taxis and air-conditioned buses easily connect Abu Dhabi airport to the city centre.

Within the city of Abu Dhabi, over 650 air-conditioned buses operate to all parts of the city and region. Taxis are abundant in the city centre and are an economical and efficient way of getting around the city.

### Abu Dhabi National Exhibition Centre (ADNEC)

The WCTOH will be held at Abu Dhabi National Exhibition Centre (ADNEC), the largest exhibition venue in the Middle East. ADNEC is located near the city centre of Abu Dhabi, with the international airport only 15 minutes away.

With millions of visitors each year, Abu Dhabi has world-class hotels to suit all budgets surrounding the conference centre.

Experience the fascinating culture and history of this region, and enjoy the distinctive Arabian hospitality, mystique and world-class infrastructure that make Abu Dhabi an enchanting destination for all travellers.

THE WCTOH 2015 IS HOSTED BY



17 – 21 March 2015  
Abu Dhabi, United Arab Emirates

### CONFERENCE VENUE



Abu Dhabi National Exhibition Centre  
Khaleej Al Arabi Street  
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### CONTACT INFORMATION

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## Tobacco and Non-Communicable Diseases



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Abu Dhabi,  
United Arab Emirates

