

Draft Programme

20-year anniversary of the entry into force of the WHO Framework Convention on Tobacco Control

Thursday, 27 February 2025, WHO Auditorium Conference Room
15h00 – 17h00 hrs. (CET)

1. **General introduction** by the Master of Ceremony – Mr Rayyan Sabet-Parry (3 mins)
2. **Video presentation:** 20 years of saving lives (2 mins)
3. **Opening Remarks** (25 mins):
 - Dr Adriana Blanco Marquizo, Head of the Secretariat of the WHO FCTC
 - Dr Tedros Adhanom Ghebreyesus, Director-General, World Health Organization
 - Dr Reina Roa, President of the Conference of the Parties to the WHO Framework Convention on Tobacco Control (WHO FCTC)
 - Dr Mansour Zafer Al-Qahtani, President of the Meeting of the Parties to the Protocol to Eliminate Illicit Trade in Tobacco Products
 - Mr Dimiter Chalev, Chief of the Right to Development and Sustainability Branch, United Nations High Commissioner for Human Rights
4. **Setting the scene** (5 mins): His Excellency Mr Tovar da Silva Nunes (Permanent Representative of Brazil to the United Nations Office and other international organizations in Geneva)
5. **Look back, look forward** (20 mins): the idea is to gather opinions from three generations of tobacco control professionals, looking at the past, present and the future. The session will run as follows:
 - **Past:** Mr Laurent Huber: a tobacco control professional from civil society, involved in the negotiations will discuss the efforts undertaken leading up to the entry into force of the WHO FCTC.
 - **Present:** Professor Bontle Mbongwe: an intervention from a current tobacco control professional from Botswana outlining the impact of the treaty in her country
 - **Future:** Tanushree Jain: an intervention from a youth (tobacco control) advocate from India focusing on the future of tobacco control from a youth perspective.
6. **Remarks from the floor** (60 mins): This includes interventions from previous Heads of Secretariat and Party interventions from Permanent Missions, focusing on showcasing 20 years of successful implementation and accomplishments of the WHO FCTC.
7. **Closing remarks** by Dr Adriana Blanco Marquizo, Head of the Secretariat of the WHO Framework Convention on Tobacco Control and the Protocol to Eliminate Illicit Trade in Tobacco Products (5 mins)

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- Official photograph, cake-cutting ceremony and light reception in the WHO Cafeteria to follow immediately after closing of the event
 - The event will have interpretation in six languages and be livestreamed