



Geneva, Switzerland  
24-26 November 2025



## MOP4 SIDE EVENTS

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| <p>Monday<br/>24 Nov. 2025<br/>13:30 – 14:45</p> | <p><b>Title:</b> <b>Leveraging Existing National Data to Strengthen Enforcement Against Illicit Trade</b></p> <p><b>Organizer:</b> Brazil, United Nations Office on Drugs and Crime (UNODC)</p> <p><b>Description:</b> This side event will explore how parties can use existing data from customs and tax systems to strengthen the detection and enforcement of measures against illicit trade. Through technical presentations and country case studies, the session will highlight practical ways to integrate and analyze data to support risk-based enforcement. Participants will learn how data-driven approaches can improve resource efficiency, enhance coordination among agencies and promote stronger cooperation among parties and international partners in implementing the Protocol to Eliminate Illicit Trade in Tobacco Products.</p>                                                                |
|                                                  | <p><b>Title:</b> <b>Launch of the 2025 Global Progress Report on the Protocol to Eliminate Illicit Trade in Tobacco Products</b></p> <p><b>Organizer:</b> WHO FCTC Secretariat</p> <p><b>Description:</b> This side event will launch the 2025 Global Progress Report on the Protocol to Eliminate Illicit Trade in Tobacco Products, the third edition since the treaty entered into force in 2018. Released in the year marking the 20th anniversary of the WHO Framework Convention on Tobacco Control, the report highlights the progress made by Parties over the past seven years. It is based on reports submitted during the 2025 reporting cycle. The Convention Secretariat, partners and Party representatives will present key findings and share examples of good practices related to specific articles of the Protocol featured in the report.</p>                                                        |
| <p>Tuesday<br/>25 Nov. 2025</p>                  | <p><b>Title:</b> <b>Picking the Tax Administration Low-Hanging Fruit</b></p> <p><b>Organizer:</b> Panama<br/><b>Co-organizer:</b> Johns Hopkins University</p> <p><b>Description:</b> This side event will present evidence from a global review by the World Bank showing that tax administration is the most important factor in illicit trade of tobacco products. Experiences from countries with different levels of economic and institutional development show that strengthening tobacco tax administration can reduce illicit trade while increasing tobacco taxes and revenue. The session will emphasize the importance of foundational measures such as licensing, establishing a robust legal framework, and fostering multisector coordination. These steps are highly effective in addressing illicit trade and form the basis for more advanced interventions, such as tracking and tracing systems.</p> |

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| 13:30 – 14:45 | <p>Title: <b>Preliminary findings from a regional threat assessment of illicit tobacco in South-East Asia and the Pacific and implications for Australia</b></p> <p><b>Organizer:</b> Australia</p> <p><b>Description:</b> This side event, presented by Australia’s Illicit Tobacco and E-cigarette Commissioner and the United Nations Office on Drugs and Crime, will share preliminary findings from a regional threat assessment on illicit tobacco in Southeast Asia and the Pacific. The discussion will examine the changing dynamics of cross-border illicit tobacco trade and its implications for Australia. It will also highlight the role of the commissioner in promoting international cooperation and ensuring that Australia’s national efforts align with regional strategies to address illicit tobacco and strengthen implementation of the WHO Framework Convention on Tobacco Control.</p> |
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