

Meeting of Vice-President M. Šefčovič with SK representatives of Philip Morris, 26 January 2017 on the occasion of the Slovak New Year Concert

(Minutes)

Vice-President Maroš Šefčovič (VPS) informed representatives of Philip Morris (PM) about the priorities of the European Commission for 2017.

PM expressed interest for EU actions in terms of modernisation and decarbonisation of economy, and informed about challenges of the company such as illegal trafficking and counterfeiting.

Following VPS question on future key topics for the tobacco industry, PM confirmed that it will be the need to innovate products towards more low-carbon society, adaptation to digital technologies (digital tracking).