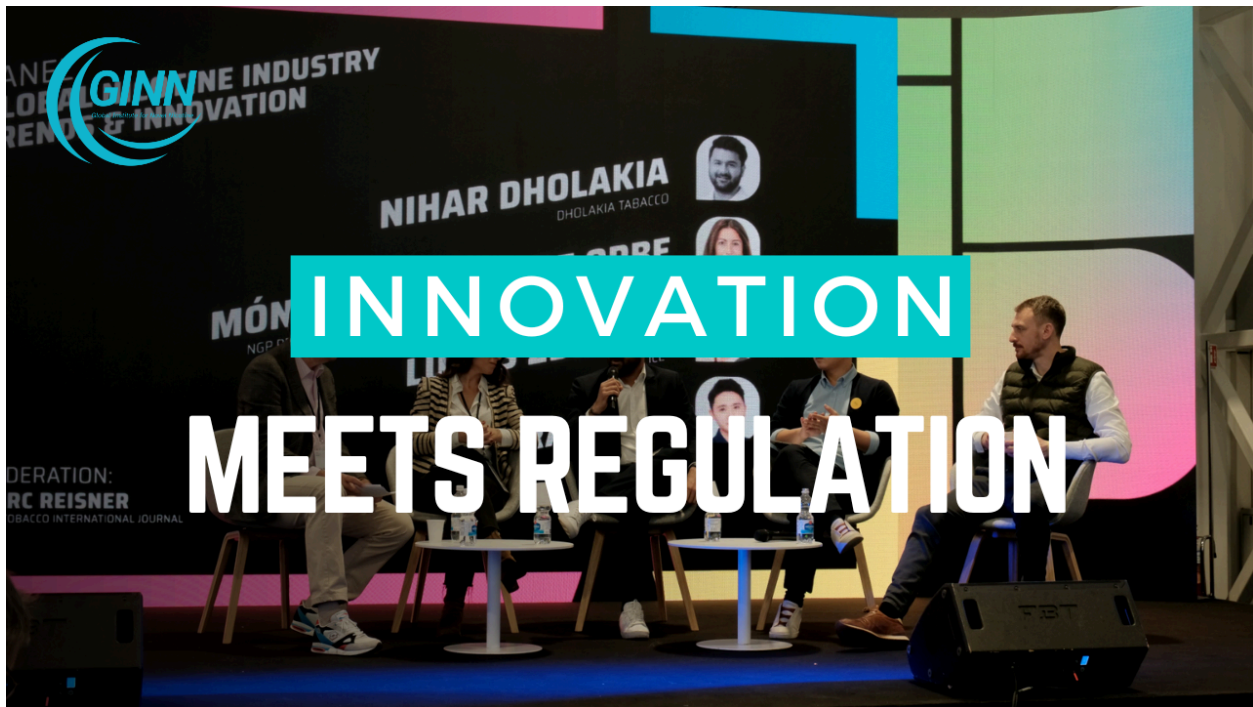


Building the Future Responsibly: Industry Leaders Share Insights at EVO NXT



At EVO NXT 2025 in Milan, a standout panel brought together leading voices across the novel nicotine sector to discuss innovation, consumer safety, and the balance between regulation and product development. The session featured an insightful discussion between [Monica Andrade](#) (GINN Spain), [Nihar Dholakia](#) ([Dholakia Tobacco](#)), Ray Hou (REJO), [Lukas Zdrazil](#) (ICE), and other global experts on the frontlines of nicotine innovation.

Southern Europe: A Region of Challenge and Opportunity

Monica Andrade opened the session by shedding light on the high smoking rates in Spain—estimated between 25–27%, or roughly 8 million smokers. Despite these numbers, awareness of reduced-risk products like nicotine pouches remains low. Monica emphasized the opportunity this presents: “It’s both a challenge and an opportunity,” she said. Education and responsible communication will be essential to shift consumer behavior in Southern Europe.

Tradition Meets Transformation: Dholakia Tobacco

Representing a fifth-generation family business, Nihar Dholakia described how Dholakia Tobacco is evolving from a traditional company into a modern player in the reduced-risk space. While retaining its legacy, the company is focused on quality, innovation, and compliance. Nihar stressed that regulation, when balanced and clear, enables safer, more effective innovation: “We don’t see regulation as a roadblock. It helps ensure product quality and responsible messaging.”

Consumer-Centered Innovation at REJO

Ray Hou of REJO outlined the parallels between consumer electronics and heat-not-burn (HNB) nicotine products. “We design devices with user feedback in mind,” he explained. Product development at REJO involves consumer testing, regional insights, and precision engineering. “We’re not just selling devices—we’re offering systems built on harm reduction,” he added.

Denmark and Beyond: Insights from ICE

Lukas Zdrazil provided a broader European perspective, noting that consumer behavior and regulatory approaches vary widely across the region. In Denmark, mint dominates pouch sales, with 94% of the market share even before flavor bans were enforced. Lukas argued for self-regulation and smarter innovation: “Let’s focus on what solves real problems, not flashy gimmicks.”

Is Regulation a Catalyst or a Constraint?

The panelists agreed that regulation—when based on science—is not a barrier but a guide for sustainable growth. Monica called for “balanced regulation that facilitates innovation without compromising safety.” Nihar echoed this, emphasizing the importance of compliance frameworks and engaging with policymakers to create realistic, future-proof standards.

The Power of Global Dialogue


From emerging markets in Africa and India to fragmented regulatory environments in Europe, the panel highlighted the need for shared standards and open communication. “We have to educate not only consumers but also regulators,” Ray noted. The speakers praised GINN’s efforts in promoting science-based, industry-wide collaboration.

The Road Ahead


Looking toward the future, all panelists agreed on one thing: the industry's path must be paved with responsible innovation, consumer trust, and regulatory transparency.

Whether discussing AI integration in product development or the need for education campaigns in low-awareness markets, they called for collective action.

“Technology alone isn’t enough,” said Monica. “We need the right regulations, the right voices, and the right vision.”

 Want to join the conversation shaping the future of reduced-risk nicotine products?

 Learn more at www.ginn.global

 Contact us: info@ginn.global