



From Vision to Action

The future of European agricultural supply chains and the supply chain agreements for innovation and skills development

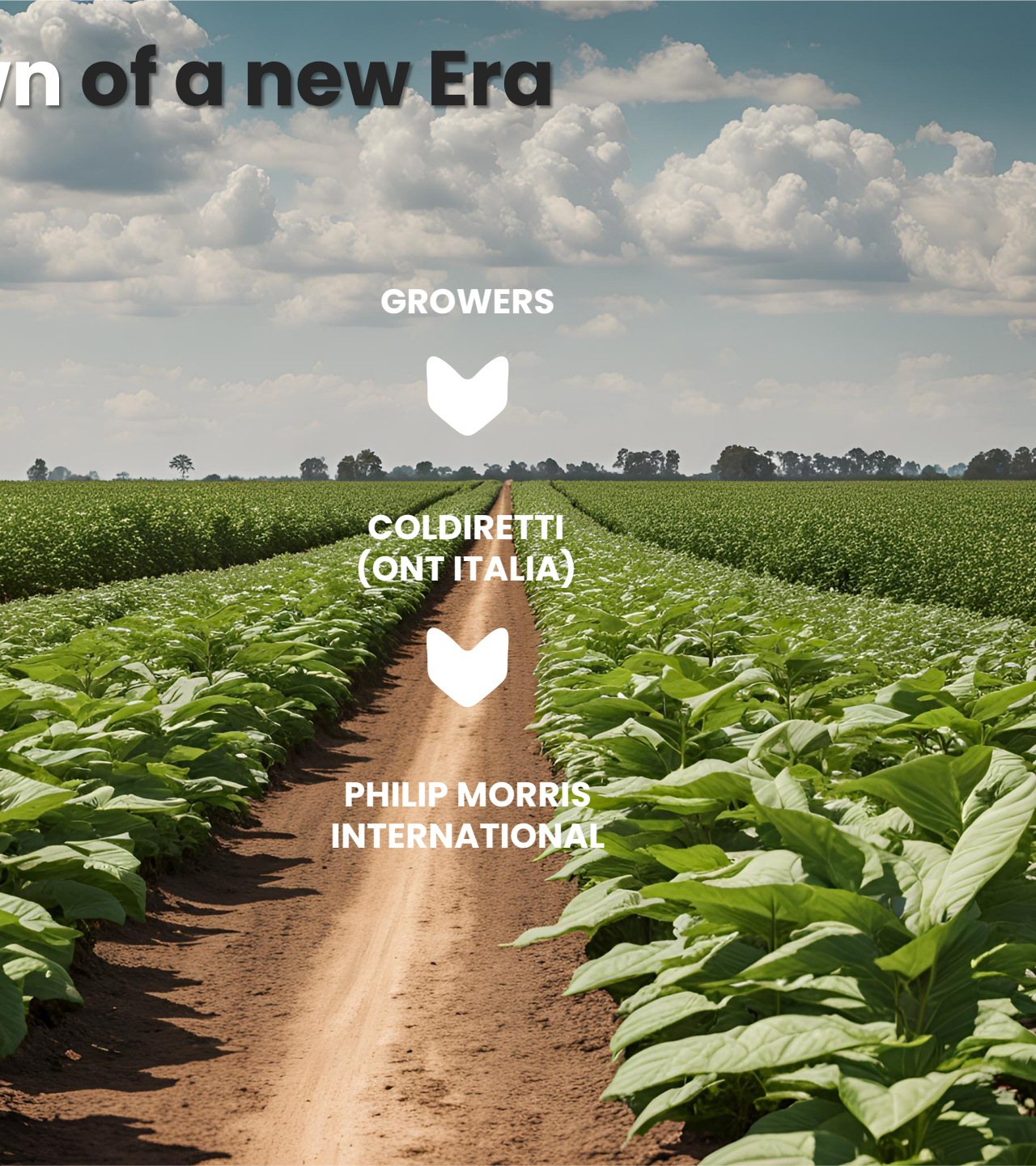
PMI the largest buyer of EU Tobacco





2011: The Dawn of a new Era

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Italy

New Impulse for Trasformation



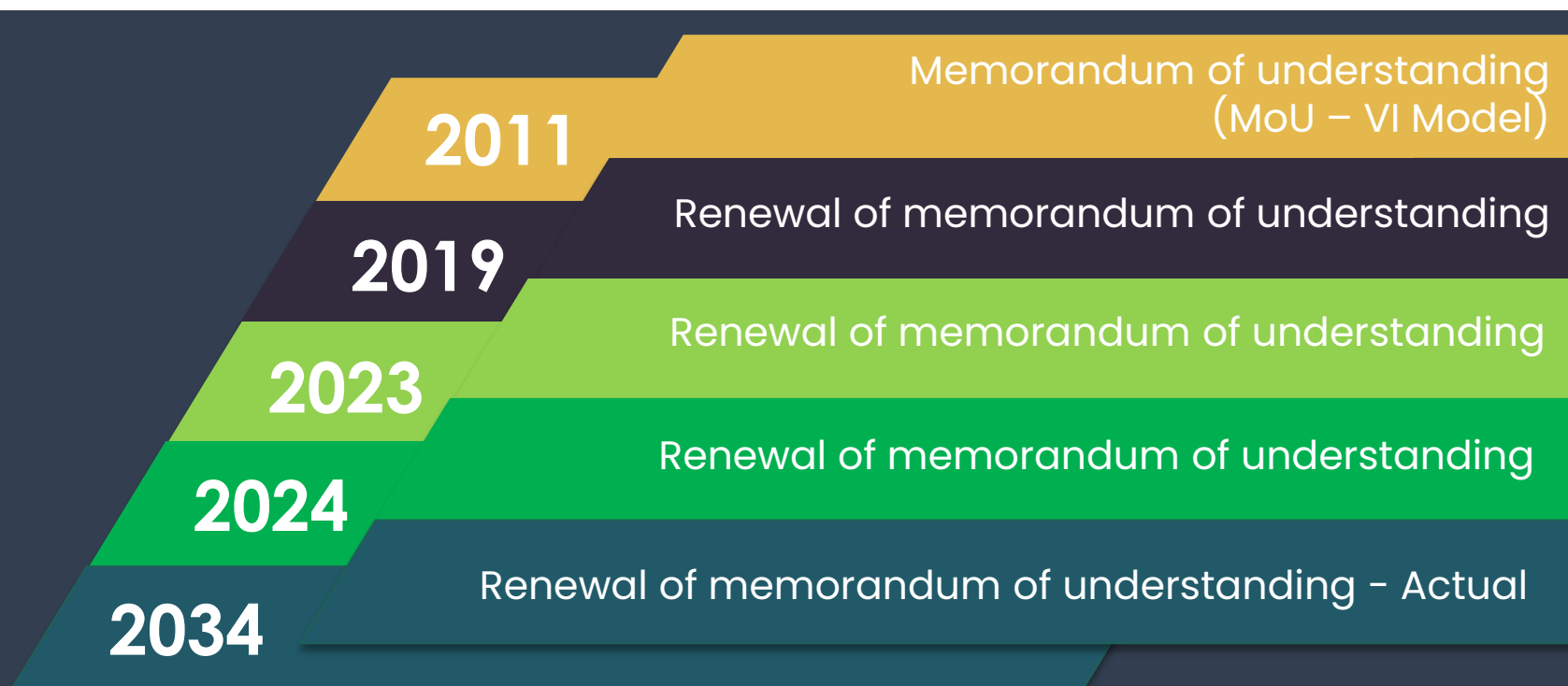
MINISTERO DELL'AGRICOLTURA
DELLA SOVRANITÀ ALIMENTARE
E DELLE FORESTE



PHILIP MORRIS
ITALIA S.R.L.



COLDIRETTI

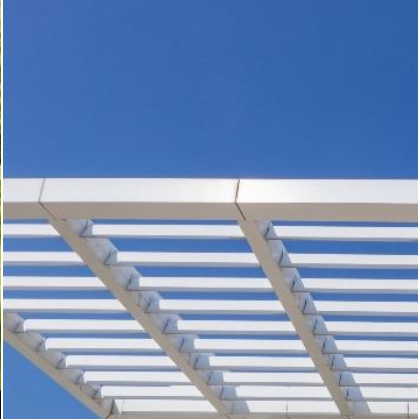


World Class End to End Value Chain



Tobacco Leaf and Innovation hub

Purchasing 50% of domestic tobacco leaf production



Bologna Manufacturing Hub

Largest investment in Italian Economy in the 21st century



Institute for Manuf. Competence

Recognized cross-Industry leader in manufacturing 4.0 innovation



Direct and third-party retail network

Best Practice in Europe



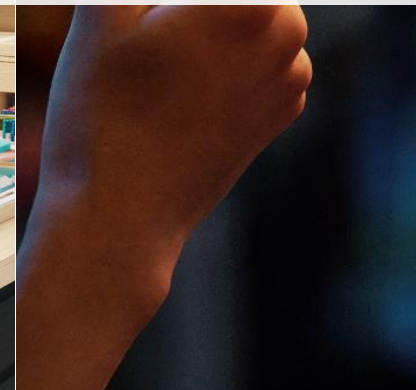
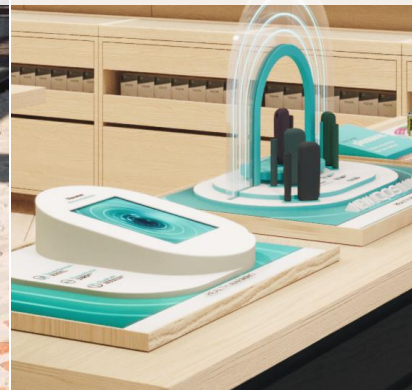
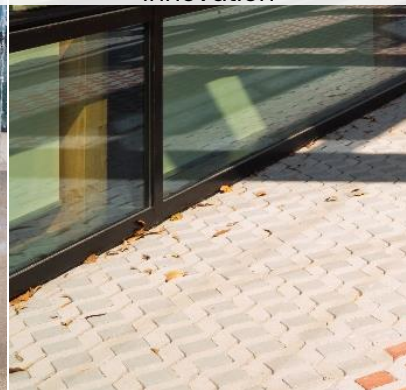
Digital Service Centers

Serving >4 million consumers and retailers across Italy



Post Consumer Waste Recycling

Local recycling centers for IQOS and VEEV devices





Environment Sustainability



Monitoring Verification and Reporting on curing fuel (MVR) and Zero Deforestation Manifesto (ZDM)



Know your fuel - Be sustainable - Be transparent & replicable - Include stakeholders

Curing Barns Conversion



Integrated Pest Management

Innovation to protect the production keeping quality

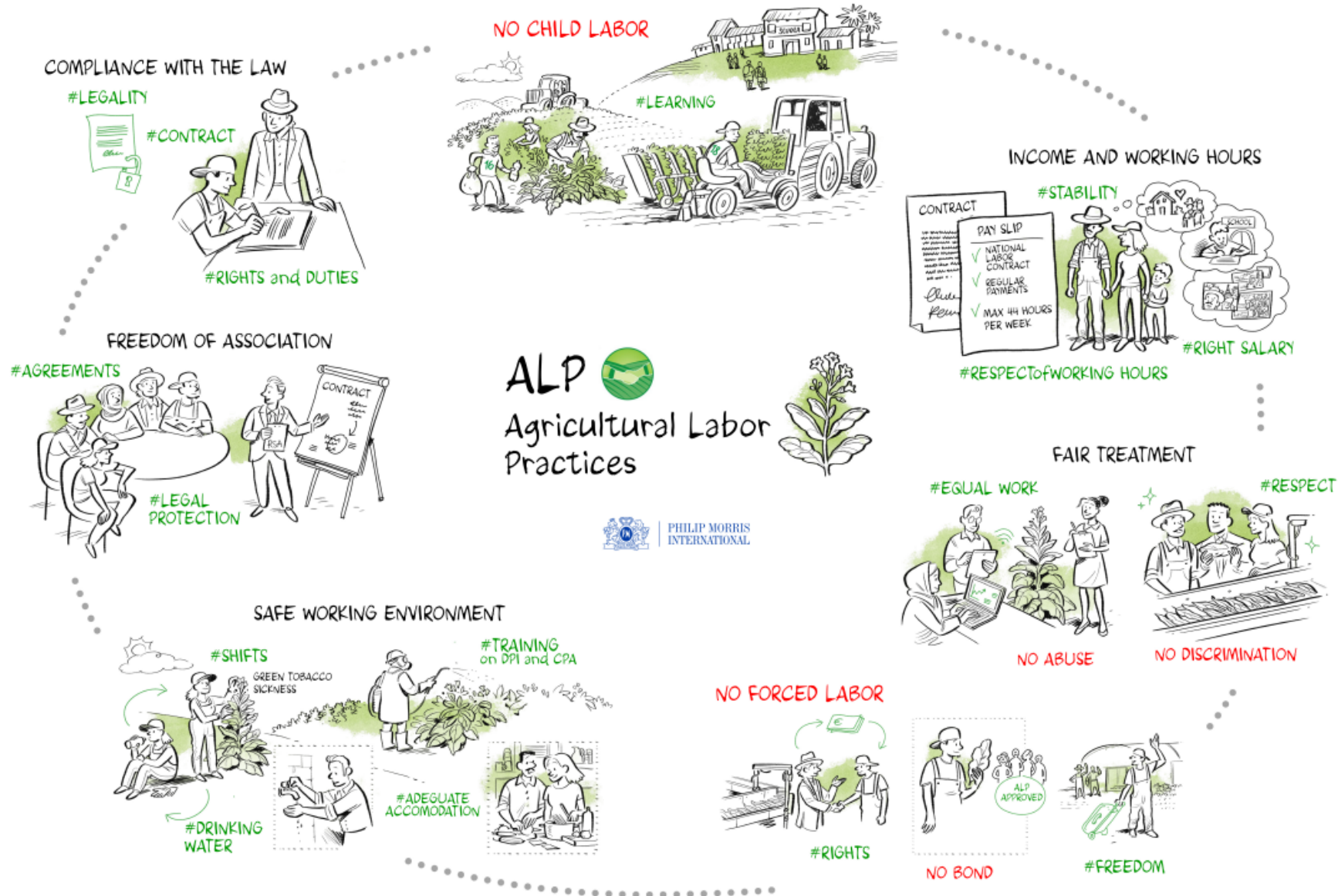


Social Sustainability

Care of people through
continuous monitoring and
training activities



Social Sustainability – ALP *Agriculture Labor Practices*



Smart Irrigation

Water efficiency

Biodiversity

Essential for preserving our planet

BeeLeaf

Our essential partner for our plant



Valle del Menago

Protecting nature and eco-systems connected to the
Tobacco Value Chain of Philip Morris Italia

Bovolone (Veneto)

The core of one of the main tobacco growing areas



Innovation & New Competences in EU



**Learn
Innovate
Experiment**

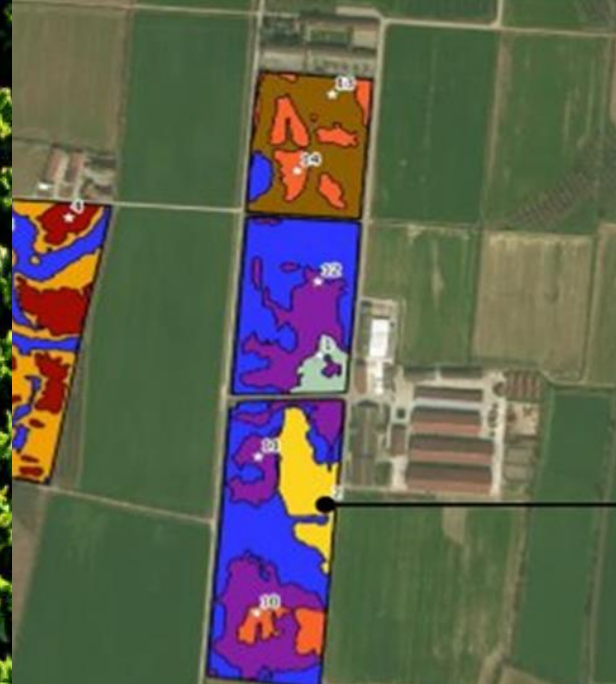


Call For Innovation «Be Leaf Be the Future»



Digital Farmer

Digital Farmer





FUTURE

Project Next





A photograph of a tobacco field with rows of green plants and a central dirt path. The text is overlaid on the upper half of the image.

Grazie
Thank you
Gracias
Köszönöm
Merci
Danke

Dziękuję
Благодаря
Ευχαριστώ
Ви благодарам