

Subject: ACCEPTED FORM TYPE 8-K (0001193125-10-262796)  
Date: 17-Nov-2010 12:15

THE FOLLOWING SUBMISSION HAS BEEN ACCEPTED BY THE U.S. SECURITIES AND EXCHANGE COMMISSION.

COMPANY: Philip Morris International Inc.  
FORM TYPE: 8-K NUMBER OF DOCUMENTS: 3  
RECEIVED DATE: 17-Nov-2010 12:14 ACCEPTED DATE: 17-Nov-2010 12:15  
FILING DATE: 17-Nov-2010 12:14  
TEST FILING: NO CONFIRMING COPY: NO

ACCESSION NUMBER: 0001193125-10-262796

FILE NUMBER(S):  
1. 001-33708

THE PASSWORD FOR LOGIN CIK 0001193125 WILL EXPIRE 01-Jun-2011 16:07.

PLEASE REFER TO THE ACCESSION NUMBER LISTED ABOVE FOR FUTURE INQUIRIES.

REGISTRANT(S):

1. CIK: 0001413329  
COMPANY: Philip Morris International Inc.  
FORM TYPE: 8-K  
FILE NUMBER(S):  
1. 001-33708

ITEM(S):

1. 8.01  
2. 9.01

---

---

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

---

**FORM 8-K**

---

**CURRENT REPORT**

**Pursuant to Section 13 or 15(d) of The  
Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported): November 17, 2010**

---

**Philip Morris International Inc.**

(Exact name of registrant as specified in its charter)

**Virginia**  
(State or other jurisdiction  
of incorporation)

**1-33708**  
(Commission  
File Number)

**13-3435103**  
(I.R.S. Employer  
Identification No.)

**120 Park Avenue, New York, New York**  
(Address of principal executive offices)

**10017-5592**  
(Zip Code)

**Registrant's telephone number, including area code: (917) 663-2000**

(Former name or former address, if changed since last report.)

---

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
- 
-

**Item 8.01. Other Events.**

On November 17, 2010, Philip Morris International Inc. (the “Company”) is hosting a live webcast presentation at the Morgan Stanley Global Consumer & Retail Conference where the Company’s Chairman and Chief Executive Officer, Mr. Louis C. Camilleri, will address investors. In connection with the presentation, the Company has issued a press release announcing the key highlights of the presentation. The press release is attached as Exhibit 99.1 hereto and is incorporated herein by reference.

The information on the Company’s website referenced in the press release, including the presentation at the Morgan Stanley Global Consumer & Retail Conference, is not, and shall not be deemed to be, part of this Form 8-K or incorporated into any filing the Company makes with the Securities and Exchange Commission, except as expressly set forth in such a filing.

**Item 9.01. Exhibits.****(c) Exhibits**

99.1 Philip Morris International Inc. Press Release, dated November 17, 2010.

## SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

PHILIP MORRIS INTERNATIONAL INC.

By: /s/ G. PENN HOLSENBECK

Name: G. Penn Holsenbeck

Title: Vice President & Corporate Secretary

DATE: November 17, 2010

## INDEX EXHIBIT

<u>Exhibit No.</u>	<u>Description</u>
99.1	Philip Morris International Inc. Press Release, dated November 17, 2010.

## PRESS RELEASE

Investor Relations:  
 New York: +1 (917) 663 2233  
 Lausanne: +41 (0)58 242 4666

Media  
 Lausanne: +41 (0)58 242 4500



PHILIP MORRIS INTERNATIONAL

**PHILIP MORRIS INTERNATIONAL INC. (PMI) PRESENTS AT  
 MORGAN STANLEY GLOBAL CONSUMER & RETAIL CONFERENCE**

NEW YORK, November 17, 2010 – Philip Morris International Inc. (NYSE/Euronext Paris: PM) Chairman and Chief Executive Officer, Louis Camilleri, addresses investors today at the Morgan Stanley Global Consumer & Retail Conference in New York.

The presentation and Q&A session are being webcast live at [www.pmi.com](http://www.pmi.com), in a listen-only mode, beginning at approximately 12 Noon Eastern time. An archived copy of the webcast, together with slides, will be available on the same site.

The presentation will include the following key highlights:

- PMI reaffirms its forecast, previously announced on October 21, for 2010 full-year reported diluted earnings per share to a range of \$3.90 to \$3.95, up by approximately 20% to 22% compared to \$3.24 in 2009. Excluding currency, reported diluted earnings per share are projected to increase by approximately 16% to 18%;
- Expectations for the full-year 2010, including a forecasted PMI organic volume decline of 2%-2.5%, an outlook for PMI's business during the period 2011-2013, PMI's overall market leadership in OECD and non-OECD markets, the status of the successful deployment of the new *Marlboro* architecture, and an update on the regulatory and fiscal environment; and
- A review of PMI's strong cash flow. By the end of 2010, PMI expects to have returned to shareholders, through dividends and share repurchases, approximately \$27 billion since the March 2008 spin-off, representing more than 25% of its current market capitalization.

The presentation, related discussion and this release contain statements that, to the extent they do not relate strictly to historical or current facts, constitute "forward-looking statements" within the meaning of the Safe Harbor Provisions of the Private Securities Litigation Reform Act of 1995. Such forward-looking statements are based on current plans, estimates and expectations, and are not guarantees of future performance. They are based on management's expectations that involve a number of business risks and uncertainties, any of which could cause actual results to differ materially from those expressed in or implied by the forward-looking statements.

The risks and uncertainties relating to the forward-looking statements in the presentation, related discussion and this release include those described under Item 1A. "Risk Factors" in PMI's Form 10-Q for the quarter ended September 30, 2010, filed with the Securities and Exchange Commission. PMI does not undertake to publicly update or revise any forward-looking statements, except in the normal course of its public disclosure obligations.

**Philip Morris International Inc. Profile**

Philip Morris International Inc. (PMI) is the leading international tobacco company, with seven of the world's top 15 brands, including *Marlboro*, the number one cigarette brand worldwide. PMI's products are sold in approximately 160 countries. In 2009, the company held an estimated 15.4% share of the total international cigarette market outside of the U.S., or 26.0% excluding the People's Republic of China and the U.S. For more information, see [www.pmi.com](http://www.pmi.com).