

**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 20, 2013

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 20, 2013, Philip Morris International Inc. (the "Company") is hosting a live webcast of a presentation at the Morgan Stanley Global Consumer & Retail Conference where the Company's Chief Executive Officer, Mr. André Calantzopoulos, 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.

Adjusted diluted EPS is not a U.S. GAAP measure. The Company defines adjusted diluted EPS as reported diluted EPS adjusted for asset impairment and exit costs, discrete tax items and unusual items. The Company believes it is appropriate to disclose this measure as it represents core earnings, improves comparability and helps investors analyze business performance and trends. Adjusted diluted EPS should be considered neither in isolation nor as a substitute for reported diluted EPS prepared in accordance with U.S. GAAP.

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 PMI makes with the Securities and Exchange Commission, except as may be expressly set forth by specific reference in such filing.

Item 9.01. Exhibits.

(d) Exhibits

99.1 Philip Morris International Inc. Press Release, dated November 20, 2013.

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/ JERRY WHITSON
Name: Jerry Whitson
Title: Deputy General Counsel and
Corporate Secretary

DATE: November 20, 2013

EXHIBIT INDEX

Exhibit No.	Description
99.1	Philip Morris International Inc. Press Release, dated November 20, 2013.

**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 INC. PRESENTS AT THE
MORGAN STANLEY GLOBAL CONSUMER CONFERENCE**

NEW YORK, November 20, 2013 – Philip Morris International Inc. (“PMI”) (NYSE/Euronext Paris: PM) Chief Executive Officer, André Calantzopoulos, addresses investors today at the Morgan Stanley Global Consumer Conference in New York.

The presentation and Q&A session are being webcast live at www.pmi.com/webcasts 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. Highlights from the presentation include:

- PMI is revising its most recent 2013 reported diluted EPS guidance to a range of \$5.37 to \$5.42, compared to \$5.17 in 2012. The \$0.02 change reflects a reduction in the unfavorable currency variance from \$0.33 to \$0.31 per share at currently prevailing rates. On a currency-neutral basis and excluding the previously announced restructuring charge of approximately \$0.03 per share and tax item of \$0.01, the mid-point of this new guidance represents a growth rate of 10% compared to our adjusted diluted EPS of \$5.22 in 2012;
- PMI forecasts total international cigarette industry volume to decline by approximately 3.0% in 2013;
- With a September year-to-date positive pricing variance of \$1.5 billion, PMI is on track to surpass its four-year annual average pricing variance of \$1.8 billion in 2013;
- PMI is on track to achieve its \$300 million pre-tax cost savings and productivity target for 2013;
- PMI expects that international cigarette industry volume in 2014 could decline by 2%-3% overall, by 7%-8% in the EU Region and by 9%-11% in Russia;
- PMI announces an acceleration of its plans to launch reduced-risk products with several commercial pilot city tests starting in the second half of 2014 and the first national launch of its Platform 1 product in 2015, well ahead of the previously communicated 2016/2017 schedule;
- In support of its accelerated schedule for reduced-risk product launches, PMI will increase its reduced-risk product-related expenditures in R&D, operations and the commercial organization by more than \$100 million in 2014;
- PMI announces its intention to enter the e-cigarette category during the second half of 2014;

- Since PMI's spin-off in March 2008 through the end of September 2013, the company has increased its dividend by 104.3%;
- PMI noted that the company has delivered cash to its shareholders at a pace that has exceeded its cash flow and reiterated its commitment to maintaining a single A credit rating; and
- PMI stated that it views 2014 as an investment year, reflecting raised expenditures in markets where its share performance has trailed expectations and potential, and investment behind its reduced-risk products which it believes represent its greatest growth opportunity. PMI further noted that total industry volumes are unlikely to recover until 2015 and that significant uncertainty remains in terms of pricing in Japan and the Philippines. Consequently, while noting that precise EPS guidance would be provided in February 2014, the company stated that it expects it should be able to grow its currency-neutral adjusted diluted EPS by some 6% to 8% in 2014, a solid achievement given its investment plans. The company remains steadfast in its commitment to its mid to long-term currency-neutral target of 10% to 12% adjusted diluted EPS annual growth in 2015 and beyond.

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, 2013, 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.

Adjusted diluted earnings per share of \$5.22 in 2012 is calculated as reported diluted earnings per share of \$5.17, plus a \$0.02 per share adjustment for tax items, plus a \$0.03 per share adjustment related to asset impairment and exit costs.

The guidance excludes the impact of future acquisitions, unanticipated asset impairment and exit cost charges, future changes in currency exchange rates and any unusual events.

A glossary of terms and reconciliations of non-GAAP measures included in the presentation to the most comparable GAAP measures are provided either at the end of the presentation or are available on PMI's web site.

Philip Morris International Inc.

Philip Morris International Inc. (PMI) is the leading international tobacco company, with seven of the world's top 15 international brands, including *Marlboro*, the number one cigarette brand worldwide. PMI's products are sold in more than 180 markets. In 2012, the company held an estimated 16.3% share of the total international cigarette market outside of the U.S., or 28.8% excluding the People's Republic of China and the U.S. For more information, see www.pmi.com.