

## ***NEWS RELEASE***

# **DECOUPLE GEG FROM THE BILL AND MOVE ON**

## **GEG IS DISCRIMINATORY AND UNJUST FOR CONSUMERS**

**KUALA LUMPUR, 11 October 2023** – In light of the delayed tabling of the Control of Tobacco Products and Smoking Bill (the Bill) which included the Generation Endgame (GEG) policy, Malaysian Vapers Alliance (MVA), a local vape consumer advocacy group, has urged the Government to decouple GEG from the Bill, to expedite regulations for the vape industry.

Further, MVA stands firm that the GEG, targeting those born in 2007 and beyond, is discriminatory and unjust. It effectively condemns a group of Malaysians to a lifetime prohibition on vaping, even after they become full-fledged adults with the ability to make informed choices.

Current consumers born before 2007 will also be targeted as they will need to prove their date of birth when making a purchase – this may require them to carry special identification or track-and-trace system to identify themselves as consumers born before 2007.

**Khairil Azizi Khairuddin, President of the Malaysian Vapers Alliance**, “Treating two groups of Malaysians differently based on their birth year is a clear act of discrimination that runs counter to the principles of equality and fairness. This is just one example of how GEG is laced with issues; let’s not forget the stigmatization effect it has on consumers and the impact it has on the businesses, retailers, workers.”

At the same time, we firmly believe that the regulations for the vape industry are urgently needed, and must continue. Therefore, we propose that the Bill should drop the GEG clauses so that the Bill can proceed to enable introduction of much needed regulations. This way, regulations can be introduced to prevent any sale to individuals that are below the age of 18 and also introduce safety requirements to protect consumers.”

We understand that the Parliamentary Special Select Committee (PSSC), in its report and assessment of the Bill, has also recommended a delay in the implementation of GEG policy and that a report as well as assessment on the policy needs to be done by June 2025 first before any implementation. This goes to show that the GEG policy needs to be thoroughly assessed again before it can be passed as a law. It doesn’t make sense to make it a law now while assessment on its implementation and impact are not even available.”

On this front, MVA is committed to working collaboratively with the government, lawmakers, and all stakeholders to ensure that vaping regulations strike a balance between consumer safety and individual rights.

Decoupling the GEG clause from the Bill will provide an opportunity for further dialogue and a thorough examination, whilst putting in place sensible regulations for the vape industry on an immediate basis.

“This will also allow us to collectively find a more equitable and effective solution. We look forward to engaging in productive discussions with the relevant authorities to address these concerns and create a regulatory framework that respects the rights and choices of all Malaysians,” **Khairil** concluded.

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#### ***About the Malaysian Vapers Alliance***

*The Malaysian Vapers Alliance (MVA) is a nonprofit advocacy group that champions the use of vape products to help smokers quit. MVA's work is dedicated to empowering consumers and representing their interests in various legislative, policy making, and rule-making arenas.*