

NEWS RELEASE

MVA: ONE TOO MANY ISSUES WITH GEG

Besides its discriminatory nature, it is also unenforceable and unclear application on tourists and foreign workers

KUALA LUMPUR, 22 November 2023 – Malaysian Vapers Alliance (MVA), a local vape consumer advocacy group, has reiterated its stand against the Generation Endgame (GEG) policy as there are too many loopholes and issues with the policy.

This statement comes following news that the Ministry of Health (MoH) is looking to table the GEG bill before the end of the current parliament session in November 2023.

Khairil Azizi Khairuddin, President of the Malaysian Vapers Alliance said, "The Attorney-General's Chambers (AGC) view that the GEG would create unequal treatment before the law is just the tip of the iceberg when it comes to the concerns pertaining to GEG. There are many more issues with the policy apart from discriminating a group of adults in future just because they are born after 2007."

"It is difficult to imagine segments of adults in the society, where some born before 2007 and some after, to accept that they will be discriminated in their entire lives by our country's legal system. How can we possibly say that this is constitutional and fair? Especially taking away the rights of adults to make choices in the future."

Beyond its unconstitutional nature, GEG is also impractical to enforce. Right now it is unclear how enforcement can stop any adult born after 2007 from ever purchasing or using the products.

"Further it is a huge question on whether it applies to just Malaysians consumers born after 2007 or also to millions of tourists and foreign workers in Malaysia? The Minister of Tourism has every right to raise his concerns on the policy because it is unclear whether the policy is applicable to tourists and how the policy will be enforced on millions of adult tourists that enter Malaysia in future."

"As a whole, GEG policy is vague from implementation point of view and fails to address the concerns from various angles. It risks making an offence and criminalising many adult consumers, whether Malaysian or not, with the policy."

"What we need is regulations that will ensure vape products in the market adhere to specific guidelines or standards to protect consumers as well as prevent underage from using the products. Regulation also must be coupled with education and awareness programmes, so the future adults understands the risk associated with using the products."

Given the many concerns surrounding GEG, MVA urges the government to regulate the vape industry without the GEG provision.

"MVA understands the importance of regulating vape products to ensure the well-being of consumers are protected. We believe that a comprehensive regulatory framework, rather than an outright prohibition, is the key to move forward and we encourage the Government to push forward with the Control of Smoking Products for Public Health Bill 2023 without the GEG provision to protect public health without infringing on the rights of citizens," **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.