

NEWS RELEASE

CLOSE TO 700,000 MALAYSIANS HAVE REJECTED GEG

KUALA LUMPUR, 29 September 2022 – Malaysian Vapers Alliance (MVA), a local vape consumer advocacy group, has urged the Ministry of Health (MoH) and the Government to heed the calls of almost 700,000 Malaysians who oppose the proposed Generation Endgame (GEG) policy.

These figures come from the [Malaysia Bersuara](#) petition, which was launched in July 2022.

The GEG, if implemented, will ban the use and sale of cigarettes and vape products for those born after 2007, for a lifetime. This will effectively create a society that is governed by two different legislations for two different groups of people.

Khairil Azizi Khairuddin, President of the Malaysian Vapers Alliance said “Every Malaysian citizen has the right to be treated equally, and any form of differentiated treatment is discriminatory. We cannot, under any circumstances, allow the future generation to be marginalised and subjected to selective prosecution.”

“In a country where we are consistently pushing for progress, creating a discriminated society takes away all the work that the rakyat has put in into creating a progressive, equal society.”

“Clearly, the harsh GEG policy has struck a chord with Malaysians. The Malaysia Bersuara petition, which has garnered close to 700,000 signatures demonstrates that there is a very real concern amongst the public over the implications of the policy. The MoH and the Government must take time to seriously consider the concerns raised, and not bull-doze the policy through.”

MVA further added that the Minister of Health is wrong to include vape as part of GEG policy after rejecting the idea of harm reduction.

Yesterday, news reported that the Minister of Health dismissed the idea of tobacco harm reduction and reiterated the Ministry’s stand that GEG will be applied for both cigarettes and vape products at the same time, effectively banning the products in future.

“Let’s not lose sight of the ultimate goal – to create a Malaysia where citizens are not dependent on cigarettes. MVA believes the GEG policy in its current form sends the wrong message to current smokers.”

“Certainly, we do not want smokers to continue choosing to smoke. However, instead of implementing prohibition policy, we should encourage them to switch to less harmful products, which is at the heart of harm reduction strategies.”

“Countries like the New Zealand have successfully reduced their smoking prevalence by adopting harm reduction strategies, which encourages hardcore smokers to switch to less harmful alternatives such as vape. Facts and science backed by international public health institutions have acknowledged the harm levels of vape products to be significantly lower compared to

cigarettes. Therefore, the Bill should not seek to equate vape the same as cigarettes, as it does now.”

End

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.