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NEWS RELEASE

5 VAPE INDUSTRY ASSOCIATIONS REQUEST FOR 'GEG' TO BE REVIEWED AND CONTENTS OF THE BILL FURTHER DETAILED

Kuala Lumpur, 30 July 2022 – Five vape industry associations today said the Tobacco and Smoking Control Bill which was presented a few days ago by the Minister of Health (MoH) needs to be further detailed and urged that the Generation Endgame (GEG) policy reviewed as it has a huge impact on the industry.

Following discussions amongst the Malaysian Retail Electronic Cigarette Association (MRECA), Malaysian Vape Industry Advocacy (MVIA), Malaysian Vape Chamber of Commerce (MVCC), Malaysian Vapers Alliance (MVA) and Malaysian Organization of Vape Entity (MOVE), representing vape industry players and consumers, comprising more than 3,000 Malaysian vape entrepreneurs and businesses, 15,000 workers and 1 million users in Malaysia, the **five vape industry associations unanimously request that the Government to review the Bill and the GEG policy.**

Datuk Adzwan Ab Manas, President of the Malaysia Retail Electronic Cigarette Association (MRECA) said, “According to the bill, the GEG policy on vape products will result in the industry being banned in the future. This means that the local industry will have to go out of business in the future and many local businesses and entrepreneurs will be affected. In fact, the industry also cannot employ anyone born after 2007 as the Bill prohibits individuals born after 2007 from possessing vape products in their employment. This will indeed burden the industry when looking for workers in the future.”

Khairil Azizi Khairuddin President of the Malaysian Vapers Alliance (MVA) added, “The Bill should not equate vape and cigarettes. The interpretation of 'smoking', 'smoking device', 'smoking substance' needs to be corrected for only tobacco products. Vape should not be categorised together in this interpretation in the Bill as it gives the wrong message to consumers. Vape is not a cigarette and using a vape is not smoking. The MoH cannot ignore this fact.”

Rizani Zakaria, President of the Malaysian Vape Industri Advocacy (MVIA) said, “If this Bill is passed, 800-1,000 individuals will lose their jobs immediately as the Bill is too harsh. Many workers in the industry including product reviewers, creative content executives, graphic designers, marketing executives, creative editors and video editors will lose their jobs because this Bill has a very extreme ban on marketing activities.”



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Ridhwan Rosli, Secretary General of the Malaysian Vape Chamber of Commerce (MVCC) recommended that the Bill be further detailed, “The industry indeed supports the Government in developing regulations for this industry. However, this Bill needs to be improved in its details as it will have a huge impact on the industry and consumers in Malaysia.”

Samsul Kamal Ariffin Mohd Basir, President of the Malaysian Organization of Vape Entity (MOVE) also recommended for the Bill to be reviewed again. “A comprehensive study of the Bill and the implementation of the GEG on alternative products such as vape products and tobacco heating products, and its impact on the industry should be completed first. The result of this study needs to be presented to all parties involved before a decision is made.”