



*Dewan Perniagaan Vape
Malaysia*



*Persatuan E-Vaporizers dan
Tembakau Alternatif Malaysia*

NEWS RELEASE

Vape industry launches #vapeterkawal initiative

Campaign includes nationwide petition to urge Government to regulate vape industry and cross-country roadshow aimed to keep vape away from kids

Kuala Lumpur, 1 December 2019 - The Malaysian Vape Chamber of Commerce (DPVM) and the Malaysia E-Vaporizers and Tobacco Alternative Association (MEVTA), two national organisations representing the entire vape industry in Malaysia, yesterday successfully launched #vapeterkawal at a gathering of more than 20,000 consumers and industry players.

#vapeterkawal or #vapecontrol is a clarion call to bring all stakeholders of the vape industry together and urge the Malaysian Government to introduce regulations in relation to the sale and use of nicotine vape in Malaysia.

At the same time, the event also saw the industry launching #vapeterkawal petition, a nationwide petition to showcase the support from all stakeholders in persuading the Government to quickly introduce regulations governing the vape industry.

In addition to local stakeholders, the event also included representatives from consumer organisations and vape industry chambers of commerce from neighboring countries including China, South Korea, Indonesia, Philippines and Thailand.

Rizani Zakaria, President of MEVTA, said, "#vapeterkawal is not only an initiative by the industry to ask the Government to regulate the sale and use of nicotine vape in Malaysia. It is also a reflection of our industry's readiness and willingness to comply with the regulations being introduced."

Rizani also said, "The future of the Malaysian vape industry, which is estimated to be valued at RM2 billion as well as involving thousands of young local entrepreneurs and employees, is now in the hands of the Government as it considers new laws and regulations for the industry."

"By enacting regulations for the sale and use of nicotine vape, the Malaysian vape industry will be able to have a clearer direction moving forward and this will facilitate the growth of local entrepreneurs and create more job opportunities for Malaysian citizens; ultimately enabling the industry to contribute positively to the national economy."

Syed Azaudin Syed Ahmad, President of DPVM, said: "The industry urges the Government to pay closer attention to the vape industry that has been awaiting for the introduction of regulations since 2015, which was when the Government had said that it will enact new regulations for the vape industry."

"Currently, the existing regulations for the sale and use of nicotine vape need to take into account the direction of the industry at large. Yesterday, regulations imposed on nicotine vape are more stringent than cigarettes, which contain nicotine and have been proven to be much more dangerous," Syed Azaudin added.

The industry also said people need to be aware of the study conducted by Public Health England, a health agency in the United Kingdom, which found that vaping is 95% less harmful than smoking tobacco cigarettes.

The study was also supported by a number of leading physicians, overseas public health bodies and other national health agencies such as Canada and New Zealand. Developed countries are encouraging smokers to switch to vape to reduce health risks.

The event also saw local industry bodies, artists and celebrities coming together to call for all parties to stop the use of vape by those who are underage.

Syed Azaudin dan Rizani both stated that the two organisations, MEVTA and DPVM, will be embarking on a nationwide awareness campaign aimed at encouraging industry stakeholders to play a more pro-active role in stopping the use of vape amongst those who are underage.

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For more information on DPVM and MEVTA, please visit DPVM website (<https://vapemalaysia.org/>) / MEVTA website (www.mevta.org)

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