



NEWS RELEASE

PROGRESSIVE REGULATIONS NEEDED ON VAPING IN MALAYSIA

MVCC urges the Malaysian Government to recognise Public Health England's latest evidence report on nicotine vaping

KUALA LUMPUR, 12 March 2021 – Malaysian Vaping Chamber of Commerce today urged the Malaysian Government to recognise the latest Public Health England's (PHE) evidence update on nicotine vaping and put in place a progressive regulation for the vaping industry in Malaysia.

The Malaysian Vape Chamber of Commerce (MVCC) strongly believes that there are learnings that the Malaysian Government can take from Public Health England, UK top public health agency. This is especially in relation to its strategy to reduce smoking incidences in Malaysia through vape, so consumers have access to less harmful alternative products that have been proven to be a gateway out of smoking.

“Malaysia must acknowledge the growing evidence that shows vaping is an effective tool for getting cigarette smokers to quit and significantly lowering health risks. The recent report by Public Health of England not only reconfirmed that health risks from vaping are 95% lower than traditional cigarettes but estimated that it has helped more than 50,000 smokers in England stopped smoking cigarettes with the aid vape in a year,” said Syed Azaudin Syed Ahmad, President of the Malaysian Vape Chamber of Commerce (MVCC).

According to the PHE report which was carried out by researchers at King's College London, nicotine vaping products were the most popular smoking cessation aid in England in 2020 as compared to nicotine replacement therapy.

Click here to read report from PHE > <https://www.gov.uk/government/news/vaping-better-than-nicotine-replacement-therapy-for-stopping-smoking-evidence-suggests>

PHE's findings further support existing studies that provides incontrovertible evidence as to the importance of vaping to successful smoking cessation.

A study by the Action on Smoking and Health (ASH), a prominent UK NGO in tobacco control, found that 58.9% of vapers in Great Britain are ex-smokers, and the proportion has been growing year-on-year. In addition, the University College of London Smoking Toolkit Study, which provides monthly data on smoking behaviour and tobacco control measures, also shows a clear link between the rate of smokers quitting and increase of vape use.

In Malaysia, based on the findings from MVCC's **Study on the Malaysian Vaping Industry** report, 94% of vape users in Malaysia have a history of smoking cigarettes, and the top reasons given for choosing to vape are as a means to quit smoking cigarettes (57%) and because it is less harmful compared to smoking cigarettes (56%).



“In addition to being a proven effective method for smoking cessation, Malaysia must recognise the vape industry as a viable, growing sector that can contribute significantly to the local economy. The data from our recent report, which values the Malaysian vape industry to be RM2.27 billion, confirms that the Malaysian vaping industry has significant potential that can be unlocked with practical and comprehensive regulation,” concluded Syed Azaudin.

About the Malaysian Vape Chamber of Commerce

Established in 2015, the Malaysian Vape Chamber of Commerce (MVCC) is the one and only society related to vape registered with the Registrar of Societies under Malaysia’s Ministry of Home Affairs. Our priority is to help make the vape industry in Malaysia be more competitive and structured as a whole. With the help of our dedicated members, we have organised awareness campaigns, community-building events, in-depth training and engagement sessions with government agencies.

For more information, please visit our website at <https://vapemalaysia.org/> or our Facebook page at <https://www.facebook.com/DewanPerniagaanVapeMalaysia>.

Issued on behalf of: **Dewan Perniagaan Vape Malaysia**

By: Acendus Communications Sdn Bhd

For further information, please call Reshvinder Kaur at 017 275 7985