



NEWS RELEASE

INTRODUCE REGULATIONS FOR THE VAPE INDUSTRY NOW

KUALA LUMPUR, 12 May 2021 – The Malaysian Vaping Chamber of Commerce (MVCC) today said that the Government must introduce regulations for the local vape industry not only to reap economic benefits, but also to make way for the adoption of harm reduction approach by encouraging smokers to switch to vape as means to quit smoking.

These comments came on the back on a recent online campaign organised by the industry body which featured stories from Malaysians who have quit traditional cigarettes with the aid of vape.

Ashraf Rozali, DPVM's Head of Information said, "We now have evidence that many smokers in Malaysia use vape as a means to quit smoking. Our recent knowledge-sharing online campaign, which drew the interest of local vapers, demonstrated the use of vape as an effective method to quit smoking."

The results from this campaign are also in line with global studies on vape which has found vape to be less harmful than cigarettes and an effective tool in helping smokers quit.

The recent updated review by Public Health of England, UK's top public health organisation, found that nicotine vaping products are 95% less harmful compared with traditional cigarettes. Vaping products were the most popular smoking cessation aid in England in 2020 – used by 27.2%, compared with 15.5% who used over the counter nicotine replacement therapy and 4.4% who used varenicline (a prescription medication used to treat nicotine addiction).

"Additionally, the New Zealand Government recently launched a *Vape to QuitStrong* campaign in March to reduce the harm posed by traditional cigarettes in line with the New Zealand Ministry of Health's stance on vape use."

The New Zealand Ministry of Health has stated the goal of reducing harm arising from traditional cigarette use and this [campaign](#) is supported and in line with its stance on vape use and its role in achieving the country's Smokefree 2025 target.

"The Malaysian Ministry of Health must accept the growing evidence that has found vape to be an effective way to help smokers quit smoking and significantly reduce health risks. Reducing smoking rates is an important public health issue and the government needs to consider the role that vape can play in achieving this goal, just as the UK and New Zealand governments have used vape as a strategy to reduce the harm of tobacco."

Previously, DPVM has also published a study which valued the vape industry in Malaysia at RM2.27 billion, with an ecosystem of 3,300 manufacturers, importers and retailers, and a growing distribution and logistics network.



“We know that this industry is now growing. With the proper implementation of comprehensive regulations, local economists predict that the value of the vape industry will increase to RM10 billion over the next few years as regulations will allow more smokers to quit smoking and switch to vape. ”

Commenting on the incident of a couple who had given their child, believed to be two years old, the use of vape recently, DPVM said the action was irresponsible and regulations were needed to curb such incidents from reoccurring.

“Regulations on the use of vape must be introduced in order to curb things incidents like these from happening. Education is also needed so that consumers do not misuse the product by allowing the it to be used by minors.”

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>.