



NEWS RELEASE

600,000 MALAYSIANS REJECT GEG

Vape associations urge Government to listen to voices of public and industry

KUALA LUMPUR, 26 SEPTEMBER 2022 – Two vape industry bodies today called on the Government to listen to the voices of industry to review the GEG again and pointed out a public petition on [Malaysia Bersuara](#) has also garnered over 600,000 signatures protesting the generation endgame (GEG).

The two associations, **Malaysian Vape Chamber of Commerce (MVCC)** and **Malaysian Vape Industry Advocacy (MVIA)**, have consistently called for the GEG to be carefully reviewed again as it will bring about huge impact to the industry.

Ridhwan Rosli, Secretary General of the Malaysian Vape Chamber of Commerce (MVCC) said, “Since the GEG was first proposed early this year, many in the vape industry, have shared its concerns as the impact of this policy on our industry would be significant. Beyond affecting Bumiputera entrepreneurs, the GEG sets a very wrong and negative stance on vape, which has been widely used as a tool for smoking cessation by smokers.”

“This petition that has so far garnered over 600,000 signatures, demonstrated that there are wider Malaysian community also share the same sentiments as we do. The Government and the Ministry of Health (MoH) cannot ignore the voice of the public.”

These views were also echoed by MVIA. The association added that it has attempted to engage with MoH and the Parliamentary Special Select Committee (PSSC), but to no avail.

Rizani Zakaria, President of Malaysian Vape Industry Advocacy (MVIA) said, “We have also requested for meeting with the PSSC, and our requests have been ignored. Our submissions to the MOH Minister and PSSC members have also fallen on deaf ears despite our many appeals.”

“Now, with the petition garnering such attention, the voices of half a million Malaysians cannot be ignored. The MoH and PSSC must understand that this policy affects many layers of Malaysians. They cannot continue listening only to anti-vape individuals and groups. The GEG impacts many layers of the Malaysian society, and therefore, it should be studied and discussed with all parties before a decision is made.”

The Malaysia Bersuara petition, which rejects the GEG entirely, cites four key reasons, which are:

- The GEG will create a generation of criminals
- The GEG takes away an individual’s right to equality and freedom
- The GEG fuels the illegal market
- The GEG does not differentiate between vape and cigarettes



About Malaysian Vape Industry Advocacy (MVIA)

MVIA is a non-profit advocacy group that supports Malaysian vape entrepreneurs and businesses. It aims to represent the Malaysian vape industry and provide a voice for the industry with government bodies, regulators, enforcement agencies and other interested parties.

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.

Issued on behalf of: **Malaysian Vape Industry Advocacy** and **Malaysian Vape Chamber of Commerce**

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