

## **MEDIA STATEMENT**



Malaysia  
e-Vaporizers &  
Tobacco  
Alternative  
Association



Malaysia Retail  
Electronic Cigarette  
Association



Malaysian Vape  
Industry Advocacy



Persatuan Peniaga  
Vape Melayu



Malaysian Vape  
Chamber of  
Commerce

## **INDUSTRY VAPE OPPOSED DRASTIC REGULATIONS ON VAPE**

*Excessively Low Volume Limit for Vape Products and Retail Display Ban  
Will Destroy Local Industry*

*KUALA LUMPUR, 23 September 2024* – The local vape industry is strongly protesting the punitive vape regulations that the Government will implement next month.

Recently the Ministry of Health (MoH) briefed the industry on the regulations that will be introduced in October 2024 under the Control of Smoking Products for Public Health Act 2024 (Act 852).

Among the details shared include the implementation of a retail display ban in general stores as well as a limit on the volume of vape liquid sold – not exceeding 3 milliliters (ml) for pods, cartridges and disposables, and 15ml for bottles.

**Datuk Adzwan Manas, President of the Malaysia Retail Electronic Cigarette Association (MRECA)** said, "The industry was informed that the regulations will be gazetted and come into effect next month. This is not fair to us. The timeframe given is too short without any transition period for the industry to prepare. This will have a severe impact on the industry."

**Ridhwan Rosli, Secretary General of the Malaysian Vape Chamber of Commerce** said, "The retail display ban on products will have a significant impact on the industry, especially retailers who have to incur high costs to modify counters and product shelves to cover product from being seen."

Ridhwan also added that no country has introduced such a ban for vape products.

"This is because vape is different from cigarettes and are recognised as products that are less harmful and effective in helping smokers quit smoking. The retail display ban should not be imposed on vape products as it sends the wrong message to smokers and burdens businesses."

In addition, setting a volume on vape liquids of no more than 3ml for pods, cartridges and disposables, and no more than 15ml for bottles, to be implemented next month, is a drastic move. This is because at the recent MoH briefing, it was announced that all vape products that do not comply with these guidelines will be confiscated and disposed.

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"The MoH is not giving enough time to all suppliers, manufacturers and entrepreneurs to finish their products. What about those who are still manufacturing products that may only be ready in another month or two, or manufacturers who have placed orders for raw materials? This will result in millions of Ringgit in losses. In fact, manufacturers are not even given time to make the necessary adjustments to their manufacturing process" said **Mohd Sabri Ismail, President, Persatuan Peniaga Vape Melayu.**

**Rustam Affendi, Deputy President of Malaysian Vape Industry Advocacy (MVIA)** added, "The volume limit set for vape liquid is too low. It is not in line with current consumer demand and also does not take into account the average set in other countries."

"The industry has put a lot of effort into growing the local industry to a global level, and it is now valued at RM3.48 billion. Local manufacturers of vape liquid has played a vital role in driving the industry, with vape liquids from Malaysia in high demand all over the world. The regulations that will be implemented do not take into account the efforts of the local industry and this will negatively impact the industry which is dominated by the Bumiputera community."

Earlier, players from the vape industry jointly submitted a memorandum to object the regulations that will be implemented under Act 852 to the Prime Minister of Malaysia, YAB Datuk Seri Anwar Ibrahim at the Prime Minister's Office in Putrajaya.

According to the industry, the new regulations that are not in favour of the industry will prevent the industry from continuing to grow and hinder the success that the local industry has experienced over the years.

"If these prohibitive regulations are implemented, many will be affected and impacted. It will make many local players likely go out of business. Apart from that, there will also be tax leakage and the possibility of a growth in the black market," said **Mohamad Nizam bin Talib, President, Malaysia e-Vaporizers & Tobacco Alternative Association (MEVTA).**

A coalition of five local vape associations representing more than 2,000 businesses involved in the country's vape industry are calling for the Prime Minister to intervene so that these drastic measures are reviewed before a decision is made.

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