

Implementation of Article 5.3 to Waterpipe Tobacco Smoking

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**World Health
Organization**

Regional Office for the Eastern Mediterranean



Outline

- FCTC and 5.3
- Overview on waterpipe smoking in EM
- Overview of the industry
- The way forward



FCTC

“tobacco products” means products entirely or partly made of the leaf tobacco as raw material which are manufactured to be used for smoking, sucking, chewing or snuffing;

Seriously concerned about the increase in the worldwide consumption and production of cigarettes and other tobacco products, particularly in developing countries, as well as about the burden this places on families, on the poor, and on national health systems,

Recognizing also that cigarettes and some other products containing tobacco are highly engineered so as to create and maintain dependence, and that many of the compounds they contain and the smoke they produce are pharmacologically active, toxic, mutagenic and carcinogenic, and that tobacco dependence is separately classified as a disorder in major international classifications of diseases,

Alarmed by the increase in smoking and other forms of tobacco consumption by women and young girls worldwide and keeping in mind the need for full participation of women at all levels of policy-making and implementation and the need for gender-specific tobacco control strategies,



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FCTC COP 7

Control and prevention of waterpipe tobacco products

Parties to comply with article 5.3 and its guidelines in relation to waterpipe tobacco policies and control



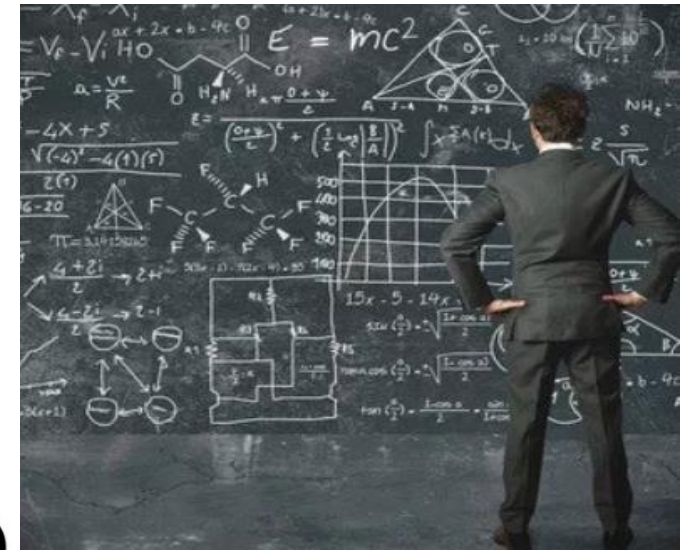
Brief overview on 5.3

In setting and implementing their public health policies with respect to tobacco control, Parties shall act to **protect** these **policies** from commercial and other vested interests of the tobacco **industry** in accordance with national law.



4 Principles

- A fundamental conflict of interest
- Parties should be accountable and transparent
- Parties should require the tobacco industry to be accountable and transparent
- The tobacco industry should not be granted incentives to establish or run their businesses



8 recommendations (1-2)

- Raise awareness about tobacco products and about tobacco industry interference
- Establish measures to limit interactions with the tobacco industry
- Reject partnerships and non-binding or non-enforceable agreements with the tobacco industry
- Avoid conflicts of interest for government officials and employees



8 recommendations (2-2)

- Require that information provided by the tobacco industry be transparent and accurate
- De-normalize and regulate activities described as “socially responsible” by the tobacco industry, including but not limited to corporate social responsibility
- Do not give preferential treatment to the tobacco industry
- Treat State-owned tobacco industry in the same way as any other tobacco industry



Brief overview on waterpipe smoking in EM

Public believes

Available evidence shows that waterpipe tobacco users perceive it as **less harmful** and **less addictive** than cigarettes.

In one of our countries, **57% of adults** believe that waterpipe tobacco is less harmful



Unfortunately, it is trending



Prevalence

- EM region has the highest prevalence of waterpipe use in the world ¹
- Usage is increasing among young people ¹
- Mean prevalence estimates ²:

Adults	31.9
Youth	28.6

¹ Control and prevention of waterpipe tobacco products Report by WHO: FCTC/COP/7/10 18 July 2016

² Jawad, Mohammed et al. "The prevalence and trends of waterpipe tobacco smoking: A systematic review" *PloS one* vol. 13,2 e0192191. 9 Feb. 2018



Overview on the industry

The waterpipe tobacco epidemic has become worse with the growing list of flavourants and additives which have made waterpipe use more attractive to youth.

This growth has also attracted the **multinational tobacco industry**, which is now investing in producing and marketing waterpipe tobacco.*

*Summary report on the WHO-EM/TFI/123/E Expert workshop to prepare a new edition of the WHO advisory note on waterpipe tobacco smoking, 2014



The cigarette market is dominated by multinational firms with huge lobbying power

Most sold cigarette brand	Country
Pine	Afghanistan
Marlboro	Bahrain, Kuwait, Oman, Qatar, Lebanon, Saudi, UAE
Cleopatra	Egypt
Bahman	Iran
Royal Business	Libya
Marquise	Morocco
Capstan	Pakistan
Sports	Somalia
Bringi	Sudan
Al-Hamra	Syria
Benson & Hedges	Djibouti
Gauloise Blonde	Iraq
Gold Coast	Jordan
Gold Flake	Pakistan
20 Mars	Tunisia
L&M	West bank
Kamran	Yemen

Philip Morris International

Imperial

British American Tobacco

Japan Tobacco

ITC limited

<https://www.pmi.com/who-we-are/building-leading-brands>

<https://www.jti.com/about-us/what-we-do/our-brands>

<https://www.jti.com/sites/default/files/press-releases/documents/2011/jt-acquire-leading-tobacco-company-republics-sudan-and-south-sudan.pdf>

<http://www.imperialbrandspc.com/About-us/Our-companies/Imperial-Tobacco.html>

<https://www.theguardian.com/world/2017/aug/18/british-american-tobacco-cigarettes-africa-middle-east>

<https://www.itcportal.com/businesses/fmcg/cigarettes.aspx>

<https://www.tobaccoasia.com/features/near-east-difficult-important-market/>

Data on most smoked brand: GTCR 2018 2016



The waterpipe industry has increasing multinational presence

Dominant brand of water pipe tobacco	Country
Al Fakher	Egypt, Bahrain, Iran. Qatar
Nakhla	Morocco, Oman, Palestine, Lebanon

- Philip Morris International
- Imperial
- British American Tobacco
- Japan Tobacco
- ITC limited

Example of multinational tobacco industry



Sudan	2011	Haggar Cigarette & Tobacco Factory Ltd.
Egypt	2013	Al Nakhla Tobacco Company

It operates with official offices in:

— Iran — Jordan — Lebanon — UAE — Morocco — Tunisia

<https://www.jti.com/our-views/newsroom/jti-completes-acquisition-leading-waterpipe-tobacco-shisha-company>
<https://www.jti.com/our-views/newsroom/jti-acquire-leading-tobacco-company-republics-sudan-and-south-sudan>



Japan tobacco is growing in size, has lobbied through the media and with legal disputes

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October 24, 2018 | Last updated 3 minutes ago

Big Tobacco uses Gulfood to lobby for packaging

Japan Tobacco used the event to highlight the risks posed to other products

Published: 20:09 February 18, 2018
Ed Clowes, Staff Reporter

GULF NEWS 

+MGN







AA⁺

Dubai: Japan Tobacco International (JTI) has argued that removing packet designs from cigarettes is ineffective in discouraging smoking,

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Kevin Maguire
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Thu 24 Jan 2002
10:37 GMT







417

Scruton in media plot to push the sale of cigarettes

Professor Roger Scruton, darling of the moral right, asked one of the world's biggest tobacco companies for £5,500 a month to help place pro-smoking articles in some of Britain's most influential newspapers and magazines.

The controversial conservative academic offered to use his Fleet Street contacts to get pieces published in his own name and those of others on "major topics of current concern" to the tobacco industry.

In a leaked email to Japan Tobacco International seeking a £1,000 rise on his existing £4,500 monthly fee, Prof Scruton argued that in a business "largely conducted by shysters and sharks" he represented value for money.

"We would aim to place an article every two months in one or other of the WSJ [Wall Street Journal], the Times, the Telegraph, the Spectator, the Financial Times, the Economist, the Independent or the New Statesman," says the note, sent last October under the name of Sophie, his wife and

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Deals

Japan Tobacco to Acquire Bangladesh Company for \$1.5 Billion

By [Lisa Du](#)

August 6, 2018, 9:17 AM GMT+2 Updated on August 7, 2018, 2:47 AM GMT+2



CSR of JTI



FCTC

WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

Public private partnerships with the ILO at risk

We are facing increased pressure from the WHO's Framework Convention on Tobacco Control Secretariat and anti-tobacco groups who seek to exclude the tobacco sector from establishing private public partnerships with UN organizations, putting at risk some key programs that aim to improve labor conditions in agriculture.



Strategic thinking: best qualified staff



British American Tobacco Global Careers

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We conducted first open office day at BAT Egypt HO with participation of 18 bright students from American University in Cairo. Very fruitful discussion related to career and opportunities at BAT. Thanks to all who participated!



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Yesterday at 2:36 PM • 🌐

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<https://lnkd.in/gGGaDhn>

#BATSudan #GGisMT #BATCareers



British American Tobacco Global Careers

October 22 at 1:10 PM • ⚙️

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#WeAreBATCareers #bringyourdifference



Example from the region



15 million Euros investment in its infrastructure and establishing new production lines



CSR of Eastern Company

الشركة الشرقية ايسترن كومباني
EASTERN COMPANY S.A.E

عن الشركة ② التصدير ☆ المنتجات ايستر
تصدير ايسترن منتجات ايسترن ايستر



مسئوليتها تجاه البيئة



التبرعات



مسئوليتها تجاه المجتمع



التبرعات



Eastern company's football team



Eastern company expanding

Submitted to the Egyptian Ministry of Public Sector and Chemical Industries Holding Co.:

- A proposal to allow it to open malls in partnership with private sector to increase its avenue
- A proposal to issue a law allowing tobacco agriculture in Egypt (trying since 2007)

**The company is proposing that it will
use a governmental owned land
through an usufruct agreement**



Mohamed Haroun President of the Company: completing the replacement and renewal of 48 production lines for the Eastern Company of the current fiscal year. almalnews. Sep 2018



Eastern company

Central Auditing Organization is criticizing the company due to the lack of its promoting and marketing activities to its products



Central Auditing Organization criticism on the Eastern Tobacco Budget for 2017-2018. almalnews. 2017



The way forward

- **Monitoring the industry**
- **Establishing observatories at national level**
- **Expanding the implementation of 5.3 to cover all types of tobacco industry**
- **Nationalizing the guidelines**
- **Raising public and decision makers awareness on 5.3**
- **Addressing conflict of interest**



THANK YOU

