



MEDIA STATEMENT

INTRODUCE REGULATIONS TO CONTAIN VAPE MISUSE

KUALA LUMPUR, 31 May 2021 – Prohibiting the use and sale of vape products is not an effective solution to curb vape misuse among minors.

Industry association, Malaysian Vape Industry Advocacy (MVIA) said this to criticize certain parties who have called on the government to ban the sale and use of electronic cigarettes or vape in the country.

According to **Rizani Zakaria, President of the Malaysian Vape Industri Advocacy (MVIA)**, this issue can be contained if regulations are introduced.

“The main issue now is the absence of specific rules or laws to regulate the vape industry so that these products do not fall into the hands of minors. If we look at the tobacco industry or the alcohol industry, there are regulations issued to prohibit the use and sale to minors. With regulations, this issue will be curbed.”

He added, any proposed ban on the use or sale of vape products also does not take into account the importance of this RM2.27 billion industry which has provided employment opportunities to 15,000 Malaysians with more than 3,000 vape businesses in the country.

“This proposed ban will also impact the development of the vape industry which is expected to grow to RM10 billion in the next few years. Indirectly, it will also affect this industry that has the potential to generate more economic activity, employment opportunities and increase revenue to the country's income.”

“We need to emulate countries like the United Kingdom (UK) and New Zealand. Both countries have proven to be successful in addressing a variety of vape-related issues including curbing use among minors by creating comprehensive regulations for the vape industry. In fact, it has also helped reduce the rate of conventional smokers (tobacco cigarettes) in their country through the regulation of the vape industry.”

“Public Health England (PHE), a public health agency in the United Kingdom, has also confirmed that the health risks from vape use are 95% less harmful than traditional tobacco cigarettes,” added Rizani.

Separately, the *Malaysian Insights & Perspectives on Vape* survey conducted by MVIA also found that 88% of Malaysian vapers who previously smoked cigarettes have now successfully quit smoking with the aid of vape.

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.