



## NEWS RELEASE

### **MALAYSIA SHOULD EMULATE NEW ZEALAND'S STRATEGY OF USING VAPE AS A MEDIUM FOR SMOKING CESSATION**

KUALA LUMPUR, 21 July 2021 – The New Zealand Government's efforts to position vape as an alternative product to substitute traditional cigarettes to encourage its population to quit smoking should be emulated by developing countries around the world.

In March New Zealand introduced the 'Vape to QuitStrong' campaign aimed at reducing the harm caused by tobacco. The campaign is in line with New Zealand Ministry of Health's Smokefree 2025 goal.

**Rizani Zakaria, President of Malaysian Vape Industry Advocacy (MVIA)** said, "New Zealand has succeeded in creating an ecosystem involving various parties including consumers, industry players, the government and the country's health agency. From their collaborative efforts, New Zealand is expected to succeed in achieving its goal of becoming a smoke-free nation."

"In a presentation at the recent virtual US ECig Summit, it was shared that the approach taken by the New Zealand government to involve various parties, played an important role in developing vape regulations to help the country achieve its smoke-free goals, in line with the national Smokefree 2025 framework. In fact, the country's Ministry of Health has also recognised vape as a tool for smoking cessation since 2017."

"The regulations implemented by New Zealand for the vape industry has a 'win-win' framework and has been proven to be effective. All parties have a role to play in realising the goal of reducing smoking incidences in the country. If this model is applied in Malaysia, I am confident we can be like New Zealand."

In the presentation, Ben Youdan, presented a statement by the Associate Minister of Health of New Zealand, Dr. Ayesha quoted from New Zealand's [Smokefree 2025 Action Plan](#) which states that the addition of vape products to the market provides decision-makers with an opportunity to adjust the regulatory setting in the Smokefree Environments and Regulated Products Act 1990 towards a more risk-proportionate framework. This framework would make smoked tobacco much less accessible and less desirable than vaping products and smokeless tobacco.

Ben Youdan is an activist who has also played a key role in Action on Smoking and Health (ASH), an international NGO in tobacco control.

The recently held virtual US ECig Summit 2021 brought together industry experts as well as activists to discuss the future of vape, along with other vape-related topics.



During the summit, Ben also elaborated on the efforts undertaken by New Zealand in achieving its goal of a smoke-free nation by implementing Tobacco Harm Reduction strategies.

“The Malaysian government should emulate New Zealand and we as industry players would be pleased if the government gave us the opportunity to participate in discussions related to the regulation of the vape industry. We are ready to give our thoughts and views on the industry,” said Rizani.

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***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.*