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INDUSTRY PLAYERS URGE A REVIEW OF GEG POLICY

KUALA LUMPUR, 26 July 2022 – Local vape industry players are urging the Government to review the GEG policy, which will see a vape ban for anyone born after 2007.

According to the **Secretary General of the Malaysian Vape Chamber of Commerce (MVCC), Ridhwan Rosli**, who was present with industry representatives in an engagement session with YB Khairy Jamaluddin recently, "In the meeting, the Minister of Health shared information about the Act which will be tabled, where the vape industry will be finally regulated. This is something that the local industry players welcome."

"The Minister of Health also gave the Government's view and position regarding GEG, which would ban vaping just like cigarettes for anyone born after 2007. After discussing with several parties in the industry, we believe this policy needs to be reviewed. Especially in terms of its implementation, as it involves the impact on the vape industry which was developed by local entrepreneurs."

Ibrahim Morni, Founder of the Malaysian Vaping Movement which is also an activist group from the vape industry said that many in the industry are 100% in support of the implementation of vape regulations.

"What we want are rules to regulate. The GEG policy is quite drastic because it bans the vape industry in the future. We urge that regulations be introduced first and meanwhile, the decision regarding GEG for the vape industry be reviewed."

"I believe the vape industry in Malaysia needs to be given proper recognition instead of being slowly banned."

Meanwhile, Malaysian Vape Industry Advocacy (MVIA) also recommends that the government review GEG for vaping.

Rizani Zakari, President of MVIA said, the ban should be reviewed. The policy cannot be implemented in haste, as many are confused about the policy.

"The Minister of Health has said that GEG is to end smoking prevalence and to prevent a new generation from smoking. Generally, smoking is not defined as using vape, and therefore, many believe that the GEG policy does not involve vape. Only recently, the Minister of Health has said that GEG also bans vaping in the future and cannot be sold to anyone born after 2007."

"Many who did not attend the engagement session with the Minister of Health recently do not agree with the GEG policy, especially small and medium entrepreneurs in the vape industry. This matter needs to be reviewed because it will have an impact on local entrepreneurs."