

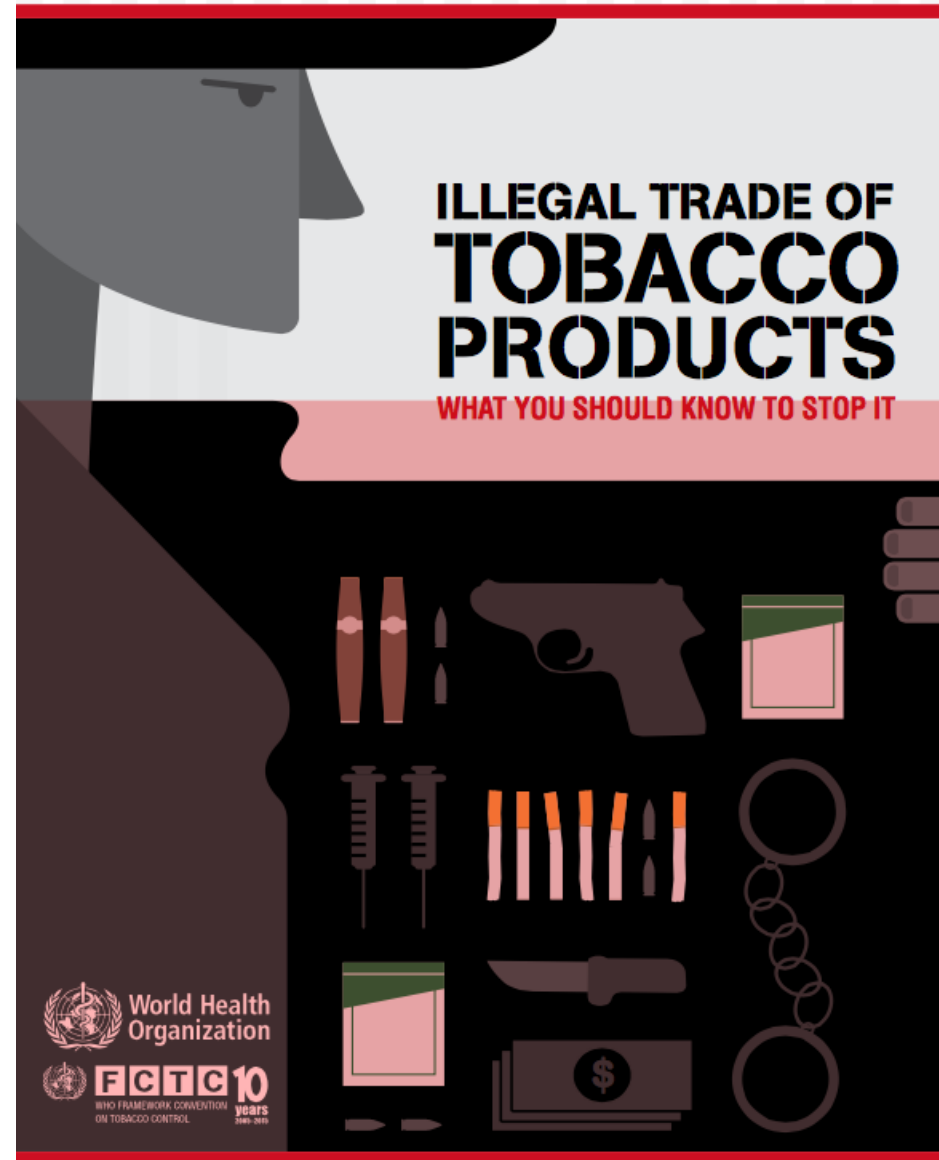


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WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL

The Illicit Trade Protocol: Why it must become international law

*Dr Katharina Kummer Peiry
Senior Legal Officer
Convention Secretariat,
WHO Framework
Convention on Tobacco
Control*





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Bottom line

- The tobacco epidemic is one of the world's biggest-ever public health threats, killing nearly six million people annually
- Demand and supply reduction measures are needed to curb the epidemic
- The elimination of all forms of illicit trade is an essential component of tobacco control





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Illicit trade of tobacco products

- 1 in every 10 cigarettes consumed might be illicit
- Increase in seized quantity of chewing tobacco and water pipe tobacco
- It occurs in all jurisdictions, from low to high tax

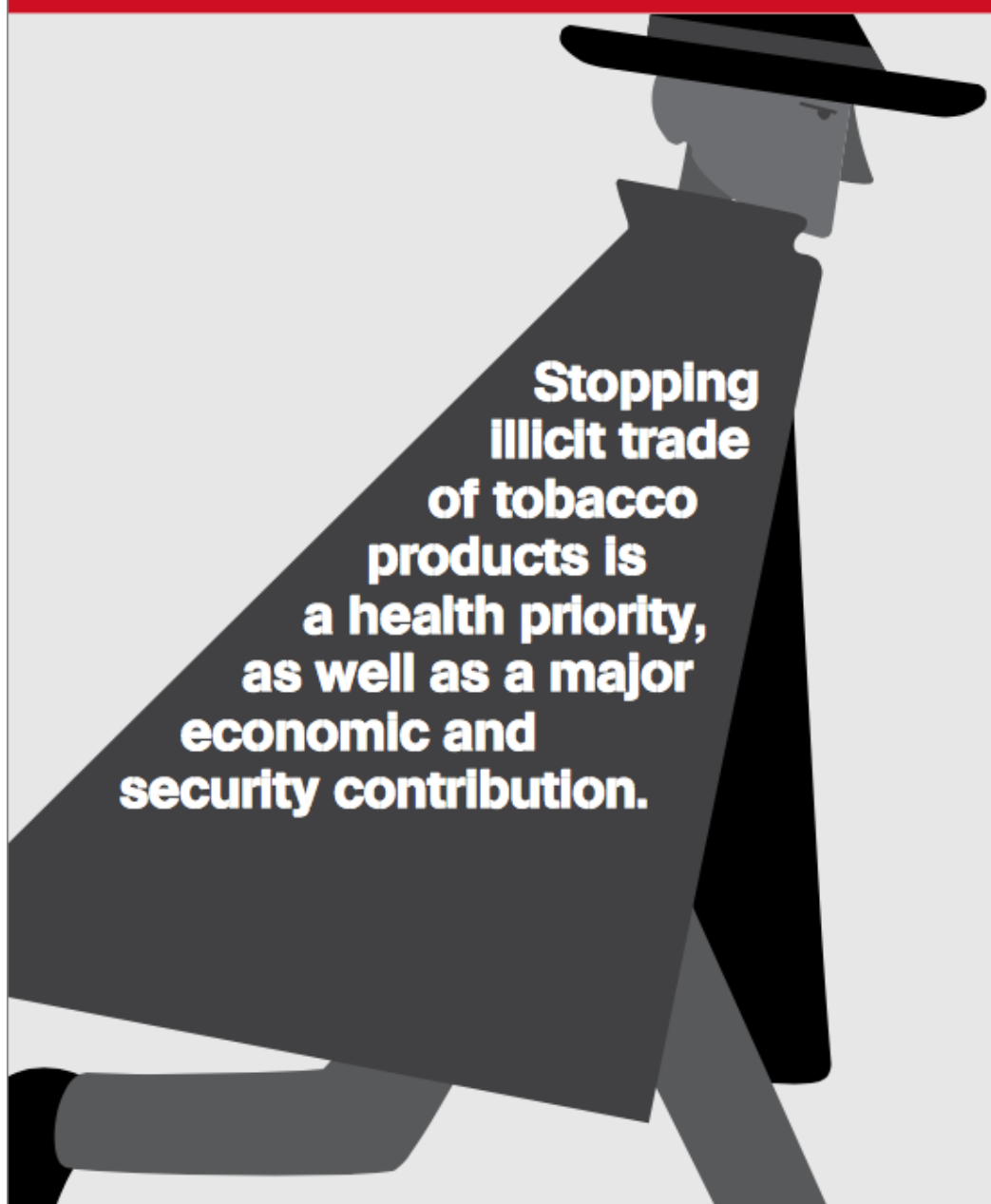




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**Six reasons for
bringing the
Protocol into
force as soon as
possible**

A stylized silhouette of a person wearing a trench coat and a hat, walking towards the right. The person is rendered in shades of gray and black, with a white background behind them.

**Stopping
illicit trade
of tobacco
products is
a health priority,
as well as a major
economic and
security contribution.**





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1. To protect public health

Illicit tobacco products:

- Stimulate consumption
- Are more affordable and accessible
- Evade regulation
- Increase health inequities





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2. To care for vulnerable groups

Smugglers target:

- Youth
- Low income groups
- Heavy smokers





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3. To defend revenues

Illicit tobacco products do not pay duties:

- Undermine taxes policies
- Impact on sustainable development





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4. To contribute to security

Illicit trade is:

- Run by criminal organizations with sophisticated systems for distribution
- Linked to armed insurgent groups
- Finances rebel groups





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5. To address the transnational and global nature of the problem

- Combatting illicit trade requires an efficient coordinated international response:
 - Exchange of information
 - Intelligence sharing
 - Joint action
 - Multisectoral approach





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6. To engage in international cooperation

- The WHO FCTC is an international treaty that provides the legal framework to curb the tobacco epidemic
 - Elimination of all forms of illicit trade is a supply reduction measure of the WHO FCTC
- The Protocol to eliminate illicit trade in tobacco products provides the international legal framework to address the illicit trade problem



Protocol to Eliminate Illicit Trade in Tobacco Products

It ought to be law!

website: www.who.int/fctc
email: fctcsecretariat@who.int
twitter: @fctcofficial
facebook: fctcofficial