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[LPDR Seal]

Lao Peoples Democratic Republic  
Peace Independence Democracy Unity Prosperity  
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OFFICE OF THE PRIME MINISTER

No. 369 / Nor.Yor.

City of Vientiane, Date 23/08/2010

**Decree on  
Tobacco Advertising Ban, Promotion and Sponsorship**

DECREE

BAN ON ADVERTISING

THAT PROMOTES CONSUMPTION OF TOBACCO PRODUCTS

- Reference the Act on Government, as Amended, No. 02/Sor.Phor.Sor., dated 6 May 2003.
- Reference the Sanitation, Disease Prevention, and Health Promotion Act, No. 01/Sor.Phor.Sor., dated 10 April 2001.
- Reference the Tobacco Control Act, No. 07/Sor.Phor.Sor., dated 26 November 2009.
- Reference Minister of Public Health Notice No. 584/Kor.Sor.Sor., dated 30 July 2010.

The Prime Minister Decrees:

Part I

General Provisions

Article 1. Objectives

This Decree establishes principles, procedures, and measures relating to the prohibition of all actions that constitute advertising for the use of tobacco products, with the objective of reducing tobacco use among the people, improving the people's health, and creating the

understanding that smoking is hazardous to health and that smoking has negative impacts upon the economy and society. This prohibition shall apply to all means of advertising by natural or juristic persons to induce the people to use tobacco products.

Article 2. Prohibition of Advertising that Promotes the Use of Tobacco Products

The prohibition of advertising that promotes the use of tobacco products forbids any means or form of action undertaken to cause people to become interested in, believe in, or to want to try tobacco, whether by speech, motion pictures, writing, demonstration, use of celebrity spokespersons, etc.

Article 3. Government Policy

The Government places emphasis and attention on safeguarding and maintaining the health of the people by providing knowledge, information, motivation, and expanded disease prevention. It is the Government's policy to promote extension of complete, quality public health services through both the public and private sectors.

Article 4. National No Smoking Day

The Government of the LPDR establishes 31 May of every year as National No Smoking Day.

Article 5. Scope of the Decree

This Decree prohibits advertising that promotes the use of tobacco products within the LPDR.

Part II

Ban on All Forms of Sales Advertising for Tobacco Products

Article 6. Prohibition of Advertising via Public Media

It is prohibited to advertise tobacco products for sale via any public media in use in the LPDR, including via print media, printed matter, electronic media, the internet, radio, or television, by the portrayal of purchases, display of trademarks, or presentation of other kinds of statements regarding tobacco products.

Article 7. Prohibition of Advertising via Materials or Vehicles Produced Domestically or Imported from Abroad.

It is prohibited to advertise tobacco products for sale to consumers by use of printing, adding, applying, or engraving the symbols or statements of tobacco products upon materials or devices such as: advertising signs, parasols [or: umbrellas], key rings, hats, shirts, calendars, cabinets, electrical devices, etc., to include any type of vehicle registered in the LPDR.

Article 8. Prohibition of Advertising on Premises

It is prohibited to advertise tobacco products upon any premises within the LPDR, whether directly or indirectly, except where tobacco products are displayed for sale in ordinary retail stores. For example, advertising may be displayed only on [tobacco] cabinets and large umbrellas, and on signs identifying retailers.

Article 9. Prohibition of Advertising by Support

It is prohibited to advertise tobacco products through the support or sponsorship of any type of sports competition, artistic performance, or education, or by support of any other activities organized within the LPDR.

Article 10. Implementation Measures

- 10.1 The Ministry of Information and Culture is designated as the coordinating center for all concerned parties, and is tasked with the strict control and monitoring of all forms of advertising for tobacco products.
- 10.2 The Ministry of Finance is tasked to strictly control and monitor the importation into the country of all types of public media materials and equipment used in advertising tobacco products. If such products are discovered, they are to be seized for the state and fines assessed according to law.
- 10.3 The Ministry of Industry and Commerce is tasked to control and monitor the production, importation, and distribution of tobacco products within the country, and to promote exports.
- 10.4 The Ministry of Public Health is tasked to control, monitor, and evaluate the effects of smoking upon the public, and to publicize widely the ill effects of smoking in order to realize the health benefits from the reduction and eventual cessation of smoking.
- 10.5 Persons, juristic persons, and organizations who fail to comply with this Decree shall be subject to control, monitoring, and proceedings brought by the officials concerned according to their roles and the scope of their authority, to include inspections, warnings, withdrawal of permits, confiscation, fines, and other punishments according to the severity of the infraction.

Part III  
Concluding Provisions

Article 11. Implementation

All agencies of the state and their affiliates, individuals, juristic persons, plants and factories, distributors, and all organizations operating in the LPDR must comply strictly with this Decree.

Article 12. Effective Date

This Decree shall become effective 90 days after it is signed. Any provision or directive that conflicts with this Decree is rescinded.

Prime Minister of the LPDR

[Seal: Lao People's Democratic  
Republic, PRIME MINISTER]

[Signature]

Buasone Boupavanh