



H.H. Sheikh Fahad Al-Sabah
President, Olympic Council of Asia
P.O. Box 6706 Hawalli
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Kuwait

August 20, 2014

Your Highness,

We, the undersigned, are international public health organizations committed to the reduction of tobacco addiction and tobacco-related deaths in Asia. Our goal is to protect individuals, families and societies facing the devastating harms produced by tobacco consumption and exposure to secondhand smoke.

We are writing you in regards to the announcement that the 2018 Asian Games are likely to be held in Jakarta, Indonesia. We are concerned about the [announcement](#) by the Indonesian Olympic Committee (KOI) that the games will be sponsored by PT Djarum, a local tobacco company. We write to strongly urge the Olympic Council of Asia (OCA) to ensure that the 2018 Asian Games, like other Olympic Games, are tobacco-free.

The tobacco industry has long used the sponsorship of sporting events and teams popular with young people to promote its products and tobacco use among youth, and has done so with deadly consequences. Globally, tobacco use kills nearly six million people annually and by the year 2030, 80 percent of tobacco-related deaths will occur in developing countries – including many Asian nations. Half of all tobacco users will die prematurely from tobacco-related diseases.

As tobacco sales decline in traditionally lucrative markets like the United States, Australia and Europe, the tobacco industry has increasingly targeted Asia. Indonesia in particular has been described as the industry's playground due to the country's 65 million smokers and lax restrictions on tobacco marketing. Although Indonesian Regulations (PP 109/2012) ban publicity of tobacco sponsorship, tobacco companies display a blatant disregard for the law and continue to advertise extensively.

All Asian countries, except Indonesia, participating in the Games are Parties to the global treaty, the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC), and hence obligated to ban all forms of tobacco advertising, promotions and sponsorship. If Indonesia allows tobacco sponsorship of the Asian Games, it will present serious cross-border tobacco advertising issues to all the counties that have already banned such advertising.

Internationally, sporting organizations recognize that there is an inherent contradiction between the healthy lifestyle of sports and the deadly use of tobacco and have taken action to protect players,

spectators and young fans from the dangers of tobacco marketing and secondhand smoke. The International Olympic Committee (IOC) has supported tobacco-free games since 1988 and recently signed a Memorandum of Understanding with the WHO to promote healthy lifestyle choices, including physical activity, sports for all and Tobacco-Free Olympic Games. Additionally, the Southeast Asian Games have been tobacco-free since 2003 including the 2011 Games hosted by the KOI. Further the Asian Games have a history of being tobacco-free. The 2010 Games in Guangzhou, China were completely tobacco-free.

As planning for the 2018 Asian Games moves forward, we urge the OCA to remain consistent in maintaining tobacco-free policies and continue to honor the commitment of the IOC for tobacco-free games. It is imperative that no exceptions are given to any country to allow tobacco sponsorship, direct or indirect.

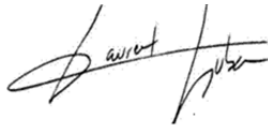
Yours respectfully,



Bungon Rithhipakdee
Director, Southeast Asia Tobacco Control Alliance



Matthew L. Myers
President, Campaign for Tobacco Free Kids



Laurent Huber
Director, Framework Convention Alliance



Mary Barry
President, Asia-Pacific Heart Network



Johanna Ralston
Chief Executive Officer, World Heart Federation



Dr. Kui Hian Sim
President, Asian Pacific Society of Cardiology



José Luis Castro
Executive Director, International Union Against
Tuberculosis and Lung Disease



John Stewart
Director, Challenge Big Tobacco Campaign
Corporate Accountability International



Peter Baldini
Chief Executive Officer, World Lung Foundation

cc. International Olympic Committee
Indonesian Olympic Committee
Convention Secretariat, WHO Framework Convention on Tobacco Control
World Health Organization-Geneva