

CTC reiterates its support to World No Tobacco Day objectives

On World No Tobacco Day 2014, Ceylon Tobacco Company (PLC) as the single highest contributor to government revenue, would like to reaffirm its commitment to continue supporting the growth of the Sri Lankan economy. Moreover, as a responsible corporate entity, compliant to all existing laws and regulations in the country the Company believes it has a duty to support the government and lawmakers to minimize the harmful impacts of tobacco.

In over a century of existence in the country, CTC has often moved towards self-regulation exceeding expectation by law through the adoption of the highest standards of business conduct. Informing our consumers of the risks associated with smoking through health warnings and continuously support trade initiatives such as the Youth Smoke Prevention campaign aimed at dissuading under aged smoking are some of the measures adopted by the Company in doing so.

Globally the tobacco industry is focussing on a range of alternative solutions that would reduce the risks associated with smoking. Referred to as 'Tobacco Harm Reduction', the industry believes this to be a more progressive approach to tobacco regulation. CTC's parent company British American Tobacco (BAT) has been in the forefront of harm reduction by investing in research and development aimed at finding alternative products that pose less harm to consumers.

Kingsley Wheaton, British American Tobacco's Director of Corporate & Regulatory Affairs said, "For governments seeking to reduce tobacco use, we believe it's time for new, more progressive approaches to be considered. One such solution is to offer adult smokers a choice of substantially less risky products such as e-cigarettes.

"We believe given our knowledge of consumers and our market reach we can support in finding possible solutions in Tobacco harm reduction. As a responsible tobacco company we welcome the opportunity to support the government in its efforts to reduce tobacco related health risks" said Felicio Ferraz, Managing Director and Chief Executive Office, CTC.