

Regulatory pathways in Eurasia and the Middle East

World Vape Show webinar

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ECigIntelligence

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Agenda

- 1 The process of regulating e-cigarettes in the Eurasian Economic Union (EAEU) and the Gulf Cooperation Council (GCC)
- 2 Similarities and differences in the approach of regulating vapor products
- 3 The current state of e-cig regulation in the EAEU and GCC
- 4 Future prospects

The process of regulating e-cigarettes in the EAEU and GCC

Timeline:

- 2012: Qatar bans vapor products
- 2015: Oman bans e-cigarettes
- 2016: Bahrain and Kuwait legalize e-cigarettes
- 2019: Jordan and UAE legalize e-cigarettes
- 2020: Armenia prohibits e-cig sales to minors and vaping in public
- 2020: Kazakhstan Code On the Health of the People and the Health Care System enters into force equalizing e-cigarettes with regular cigarettes
- 2020: Kyrgyzstan imposes taxes on nicotine e-liquids
- 2020: Russia adopts the amendments the Act on the Protection of Citizens' Health from the Consequences of Consuming Nicotine-Containing Products
- 2020: Saudi Arabia adopts the Electronic cigarettes and heated tobacco standard

Similarities

- Country driven process rather than multilateral
- Lack of coordination with other member states
- TPD-inspired nicotine caps
- E-cigarettes cannot be sold through vending machines
- Countries are quick to introduce a specific tax on e-cigarettes, even before regulating the product itself

Differences

- E-cigarettes are still illegal in some GCC countries (Oman, Qatar)
- Regulation via adoption of product-specific standards in the GCC member states
- More dynamic legislature in the EAEU, namely Russia
- Higher level of transparency of the legislative process in EAEU, namely Russia
- Extensive registration requirements for the industry/products in GCC countries where e-cigarettes are legal

The current state of e-cig regulation in the EAEU and GCC

Product restrictions



Green - light regulation: no restrictions

Yellow - medium regulation: product-specific restrictions in place

Red – strict regulation: the product is prohibited



The current state of e-cig regulation in the EAEU and GCC

Sales restrictions



Green - light regulation: no restrictions

Yellow - medium regulation: product-specific restrictions in place

Red – strict regulation: the product is prohibited

Advertising restrictions



Green - light regulation: no restrictions

Yellow - medium regulation: product-specific restrictions

Red – strict regulation: the product is prohibited

The current state of e-cig regulation in the EAEU and GCC

Tax on e-cigarettes across EAEU and GCC:

Country	Product	Tax base	Rate
Armenia	-	-	-
Belarus	-	-	-
Georgia	Liquids with and without nicotine	1 ml	GEL0.2
Jordan	Devices and liquids with and without nicotine	Sales price	200%
Kazakhstan	Liquids with nicotine	1 ml	KZT5
Kuwait	Devices and liquids with and without nicotine	Sales price	100%
Kyrgyzstan	Liquids with nicotine	1ml	KGS1.25
Russia	Devices and liquids with and without nicotine	1 unit 1ml	RUB60 RUB16
Saudi Arabia	Devices and liquids with and without nicotine	Sales price	100%
UAE	Devices and liquids with and without nicotine	Sales price	100%



Future prospects

- Completing harmonization efforts:
 1. EAEU is planning the draft of a common technical regulation for e-cigarettes that is expected to be adopted by 2022
 2. The GCC Standardization Organization (GSO) started drafting an electronic cigarettes standard in 2019. The GSO work follows the adoption of this exact standard by the UAE in January 2019, which has been largely incorporated in Kuwaiti and Bahraini legislation
- Tax increases in Russia and Kyrgyzstan
- No legalization plans have been disclosed by Oman and Qatar

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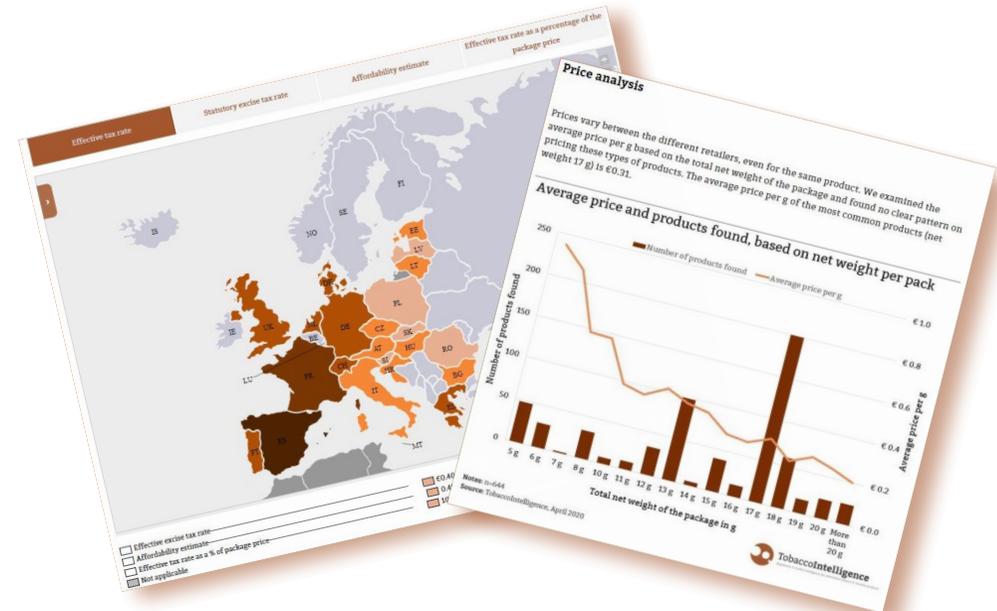
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QUESTIONS?



Marija Obradovic
marija@ecigintelligence.com

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