

# Côte d'Ivoire

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## Summary of Findings

### 1. Industry participation in policy development

The tobacco industry intervened in the adoption of the Codentify system. Philip Morris International (PMI), which lobbied the Ivorian Ministry of Commerce to adopt it, despite the fact that this system is not approved by the international Protocol to Eliminate Illicit Trade in Tobacco Products. The Codentify system (Inter-ministerial Decree Codentify) that was adopted by Côte d'Ivoire as a system of traceability of tobacco products has been strongly supported by the tobacco industry. In addition, the tobacco companies intervened in the drafting of the Economic Community of West African States (ECOWAS) directive related to the system of tracking and tracing and fiscal verification of tobacco products.

### 2. Industry CSR activities

In the last five years, there have been no reports of corporate social responsibility (CSR) by tobacco companies. However, it should be noted that in the past, tobacco companies have been posing as socially responsible companies through donations on the occasion of the celebration of the world day of certain diseases. These donations were used for village communities.

### 3. Benefits to the industry

The CGECI speaks on behalf of tobacco companies to claim benefits. This is the case where the CGECI had to negotiate tax breaks benefiting tobacco companies. This is the tax schedule of 2018 and 2020 where the CGECI

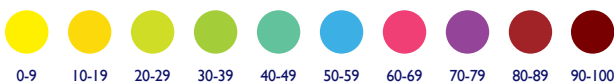
has pleaded for the maintenance of taxation of all companies including tobacco companies. This allowed the tobacco tax increase to be revised by a single point (35% to 36% in 2018) and from 38% to 39% in 2021 because of COVID-19. In terms of incentives, the State of Côte d'Ivoire elected the CEO of Mata Holding as the best business leader of the year 2017.

### 4. Unnecessary interaction

The Ivorian Prime Minister participated in the ceremony to launch the activities of the CITYDIA supermarket chain of the Mata Holding group known as an ally of the tobacco industry. This supermarket is held by an ally of the tobacco industry (FOFANA Aboubacar) and distributes tobacco products.

### 5. Transparency

Authorities do not disclose their interactions with tobacco companies. This is facilitated by the fact that the smoke-free law does not have a specific provision addressing Article 5.3 of the Framework Convention on Tobacco Control (FCTC). However, the smoke-free law does require in Article 5 that information on the quality, quantity and component of tobacco products be disclosed. There is no evidence of published meetings between tobacco companies and public authorities.



## 6. Conflict of interest

Governments and tobacco companies have not yet encountered a conflict of interest that is reported in any channel. Interactions between the public authorities and the tobacco industry are not mediated. They are governed by Decree 2018-647 of August 1, 2018, setting the terms of application of Ordinance No. 2018-646 of August 1, 2018 on the investment code in its article that excludes tobacco companies from those enjoying the benefits of the investment code.

## 7. Preventive measures

Specifically, there is no code of conduct for interactions with the tobacco industries. However, all civil servants are bound by Ordinance No. 2013-660 of September 20, 2013, on the prevention and fight against corruption and similar offenses.

## Recommendations

1. Initiate advocacy for the adoption of legal texts on Article 5.3 at the national level.
2. The need to create an inter-ministerial committee is recommended to facilitate synergy of actions and share information.
3. The Ministry in charge of good governance should complete and implement a procedure concerning relations with the tobacco industry and its representatives, including representatives of tobacco retailers (see agendas, participants, minutes and results).
4. Ivorian and sub-regional authorities should actively engage at the regional level to introduce provisions for Article 5.3 and its guidelines.
5. Substantial popularization of the law on tobacco control remains very important.
6. Ivorian authorities should make effective the popularization of tobacco components.
7. The tobacco industry should not be part of the confederation (CGECI) of companies in Cote d'Ivoire so as to be excluded from the advantages granted to this confederation.
8. Encourage the creation of an inter-ministerial committee which includes civil society for better monitoring of the interactions between public authorities and the tobacco industry.