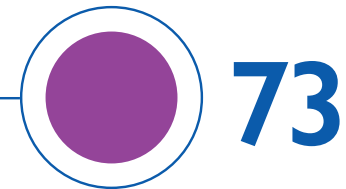


# Madagascar



## SUMMARY OF FINDINGS

### 1. Industry Participation in Policy Development

The National Tobacco Control Office (OFNALAT), established in 2005 and attached to the Ministry of Public Health, remains the sole entity responsible for coordinating multisectoral national tobacco control programs under the WHO FCTC. OFNALAT does not accept or collaborate with the tobacco industry (TI) in public health policy.

### 2. Industry CSR Activities

The Malagasy government approves activities labeled as socially responsible by the TI, such as environmental programs by Imperial Brands aimed at improving the company's image and gaining social legitimacy.

Imperial's corporate social responsibility (CSR) reforestation projects, which began in 2021 and were endorsed by the government, are still in place. In 2023, a forest project in the Vakinankaratra region was inaugurated by the President and the former Minister of Environment, signifying official recognition of Imperial's role.

### 3. Benefits to the Industry

The Malagasy government introduced a 2 percent tax reduction for cigarettes made with 70 percent or more locally produced tobacco. This measure aims to encourage the use of locally grown tobacco and support domestic production.

The proposed anti-tobacco law to cover various types of e-cigarettes has not been presented to Parliament since 2023.

International travelers to Madagascar are allowed to bring duty-free 200 cigarettes, 100 cigarillos, 50 cigars, or 250 grams of smoking tobacco, along with one electronic cigarette and one bottle of e-liquid.

### 4. Unnecessary Interaction

A partnership agreement was signed between the Ministry of National Education, represented by the Minister, and the Akbaraly Foundation, represented by its Executive Director, who is also President of the NGO La Vita per Te. The agreement supports actions addressing malnutrition and improving access to pediatric orthopedic surgery for students under 15, as well as awareness activities, training, and cancer and STI screening for students aged 15 to 18 years.

On August 28, 2023, the first park in Madagascar, located in Ampotaka, Vakinankaratra Region, was officially inaugurated by President Andry Rajoelina, joined by the former Minister of Environment and Sustainable Development, Marie Orléa Vina, Regional Governor Vyvato Rakotovoao, and the Managing Director of Imperial Brands Madagascar, Francis Rabarijohn.

### 5. Transparency

Madagascar lacks a systematic mechanism for disclosing meetings with the TI. No binding requirements ensure disclosure of interactions with the TI, its affiliates, or their lobbying activities.

The government has held several meetings with industry representatives to promote economic development.



On September 3, 2024, the General Directorate of Customs participated in the monthly Business Meeting organized by the Syndicate of Industries of Madagascar (SIM). The objective was to discuss economic policy, the business environment, and gather feedback to improve the import and export sectors. The new SIM president, Tiana Rasamimanana, is also Chief of Staff at Sipromad Group.

## 6. Conflict of Interest

Law No. 2011-012 relating to political parties does not prohibit the TI from financing parties.

A former Prime Minister (March 17 to October 10, 2009), Monja Roindefo, is the CEO of Able Step Madagascar, which has collaborated with China Tobacco since 2017 on a project to establish a TI presence in Tuléar.

## 7. Preventive Measures

Madagascar exhibits critical gaps in regulating interactions with the TI. There are no preventive measures in place, such as disclosure of interactions, a code of conduct for officials, or awareness raising on WHO FCTC Article 5.3 guidelines. Authorities are not prohibited from accepting contributions from the TI. Limited fiscal reporting further hinders oversight.

To align with the WHO FCTC, Madagascar must enforce strict laws prohibiting donations and lobbying by the TI. Policymakers need training to recognize and counter TI influence. Banning all tobacco advertising and empowering civil society to monitor TI interference are also important steps to protect public health from TI influence.

## RECOMMENDATIONS

1. Revise the proposed anti-tobacco legislation to include various types of e-cigarettes.
2. Decentralize the Tobacco Control Advisory Committee and integrate it into the strategic plan for tobacco control, expected to be implemented in 2025.
3. Prioritize tobacco control by strengthening traceability of tobacco products. Establish identification systems using tracking codes to monitor each product from manufacturing to distribution.