

# Pakistan



## Summary of Findings

### 1. INDUSTRY PARTICIPATION IN POLICY DEVELOPMENT

The government observes the guidelines of the WHO FCTC Article 5.3 by not involving the tobacco industry (TI) in the development or implementation of public health policies. The government does not accept, support, or endorse any policies or legislation proposed by the TI or permit their representatives to participate in government bodies that set public health policy.

The government does not accept any sponsorship from the tobacco industry for its COP delegation.

### 2. INDUSTRY CSR ACTIVITIES

The Khyber Pakhtunkhwa (KPK) Forest Department, Ministry of Climate Change and District Government Islamabad, collaborated with the TI on various CSR initiatives such as planting saplings and inaugurating water filtration facilities.

### 3. BENEFITS TO THE INDUSTRY

The government's decision not to change excise rates in the FY 2021-2022 budget provided consumer price stability, which helped grow the TI's volume and maintain its overall financial wellbeing. Meanwhile, the Federal Board of Revenue had a loss of PKR 40 billion due to poor monitoring of the Green Leaves Threshing mechanism, resulting in increased revenue for the TI.

TI front groups recommended the regulation of new tobacco products in their reports in September 2021. Philip Morris Pakistan stated they will launch a tobacco harm reduction product, subject to a proper regulatory regime. In December 2022, a Statutory Regulatory Order (SRO) for the regulation of heated tobacco products (HTPs) was issued. The Prime Minister's Advisor on Finance and Revenue blocked a proposal by the Ministry of National Health Services, Regulations & Coordination to impose a health hazard tax on tobacco and sugar-sweetened beverages for at least seven months in 2021.

### 4. UNNECESSARY INTERACTION

The Prime Minister participated in the Philip Morris funded virtual "Future of Asia Conference" despite initial denial due to protests from civil society groups. The Federal Minister for Planning, Development and Special Initiatives inaugurated and shared business services setup of British American Tobacco Group, the parent company of Pakistan Tobacco Company Limited. The Adviser to the Prime Minister on Commerce and Investment also praised the role of tobacco multinational companies at a meeting with representatives of the TI. The Speaker of the National Assembly showed keen interest to resolve tobacco growers' problems related to purchasing of raw tobacco.

### 5. TRANSPARENCY

The government does not have any disclosure policy regarding interactions and meetings with TI affiliated organizations, front groups, or individuals acting on their behalf.

### 6. CONFLICT OF INTEREST

The government does not prohibit contributions from the TI or any entity working to further its interests to political parties, candidates, or campaigns or to require full disclosure of such contributions.

### 7. PREVENTIVE MEASURES

The Companies Ordinance 2017 of Securities & Exchange Commission of Pakistan mandates that public companies should disclose their financial data, including production, marketing expenses, revenues, and other financial records. A National Action Plan against TI interference was created as a code of conduct, but has not yet been adopted.



## Recommendations

1. Promote awareness on Article 5.3 as an obligation. To safeguard tobacco control policies from the influence of the TI, it is crucial to effectively implement the guidelines and recommendations of WHO FCTC Article 5.3. The concerned government departments must be apprised of counter-strategies to prevent TI interference through continuous awareness-raising among government agencies and departments. Collaboration between the government and civil society should be fostered to prevent any TI influence during policy formulation and implementation.
2. To ensure compliance with WHO FCTC Article 5.3 guidelines, it is imperative to enforce a comprehensive ban on all forms of tobacco-related CSR activities.
3. Tobacco-related incentives must be discontinued by the government and reverse the SRO that regulates HTPs. Moreover, the government should ban new tobacco products entering the market.
4. All meetings with the TI must be recorded, and a formal procedure should be established for their documentation and implementation.
5. To promote accountability and transparency in the TI, tobacco companies must be required to disclose accurate and transparent information about various aspects of their operations on a regular basis.
6. A registry of front groups and the TIs lobbying and front group expenditures should be required by the government.