



***What's current issues for
vapers in Indonesia?
THR Consumer Situation in Indonesia***

Aliansi Vaper Indonesia



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Aliansi Vaper Indonesia (Indonesian Vaper Alliance) is a consumer group of vape that established in Jakarta on 10 November 2017.

AVI members are all adult vapers in Indonesia. With this, it does not limit the classification of traders, brewers, or users though.

As long as they are vaper and legal age in accordance with applicable regulations, all vapers are part of AVI. There is no special membership, there are administrators who help for the vape movement in Indonesia.

AVI coordinates with other vape activist organizations to be able to encourage regulations that favor for vape consumers in Indonesia, including we hope that excise tariffs will not burden consumers more.

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VISION

Representing the voice of consumers that using alternative tobacco products (adult vapers) throughout Indonesia

MISSION

- Realizing a sense of unity of members manifested in the love of the world of vaping
- Fostering brotherhood between members of the Indonesian Vaper Alliance and consumers of alternative tobacco products in Indonesia
- Realizing freedom of association and assembly
- Fighting for the legality of vaping in Indonesia based on the creative industry
- Educating, nurturing, protecting its members about proper and correct vaping ethics and safety.

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Focus Area

- Encouraging understanding & knowledge of Other Tobacco Processing Products for relevant stakeholders
- Develop & support balanced regulations for Other Tobacco Processing Products
- Become a leading resource & discussion partner in matters related to Other Tobacco Processing Products
- Become a government partner in the formulation of Other Tobacco Processing Products policies

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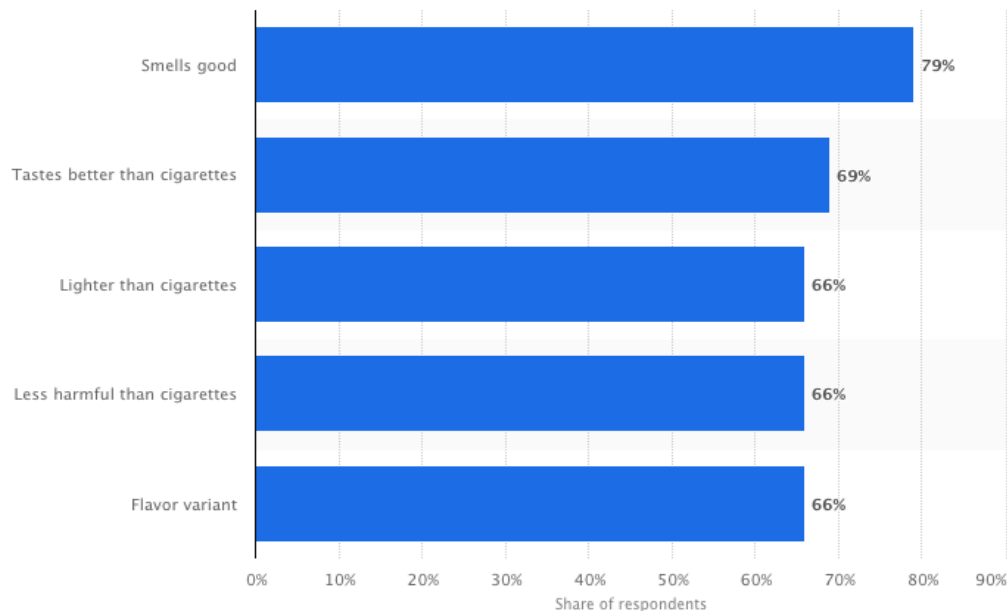
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1st Issues: Consumer Profile in Indonesia



- Vape users currently account for 0.81% of the total population of Indonesia
- The Ministry of Industry noted that vape users in Indonesia have reached 2.2 million
- Legal age of vape use is 18 years
- Mostly vapers are based in Jakarta, Bandung, Yogyakarta, Surabaya, Medan and other cities
- The factors of smoker switch to vape: smells good, taste better than cigarettes, lighter than cigarette, less harmful than cigarettes and flavor variant

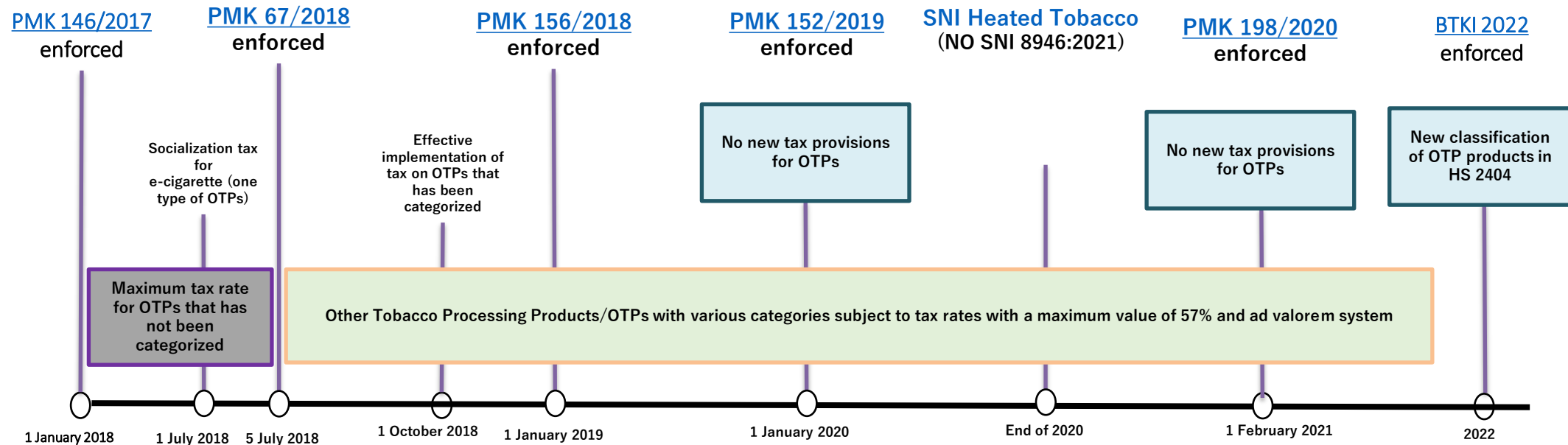
2nd Issues: Challenges of THR in Indonesia

- The view of the wider community in Indonesia that **vaping is the same or even worse than cigarettes**. This is not correct.
- OTPs regulations have no certainty and have not been clearly regulated in Indonesia
- There is no support from Ministry of Health to help adult smoker by providing access to less harmful products such as alternative tobacco products.
- Lack of consumer rights to be able to get the right information about the less harmful products that they consume

3rd Issues: Obstacles of THR in Indonesia

- OTP products are part of Tobacco Harm Reduction. However, the lack of education for consumers causes abuse and irresponsible behavior in the consumption of OTP products that are not in accordance with their functions. Thus, **access to accurate and factual information is needed.**
- OTP products can be tools for government **to reduce smoking prevalence by assisting smokers to switch from conventional cigarettes**
- The OTPs industry has **business and economic potential** to develop, but this potential is not supported by people's purchasing power, which is currently very low and deteriorated by Covid-19 pandemic
- HPTL is an innovation-based creative industry and is dominated by MSMEs, but costs are constrained making it difficult to innovate because the current tax burden is very large. Therefore, **special regulations are needed that support the sustainability of the industry and standardization that does not hinder the development of innovation.**

4th Issues: Current Regulation in



5th Issues: What needs to support consumers?

- Different regulations for OTPs based on scientific studies
- Discussions between relevant stakeholders which mainly involve the OTPs consumers and industry players
- Government support in supporting scientific studies or local research related to OTPs products
- Regulations for innovative tobacco products need to be regulated specifically, taking into account different risk profiles from conventional cigarettes.
- The main points of the regulation may include: OTPs user age limit (18 years and over), Other arrangements for OTPs as distinguished from cigarette products, textual health warning, access of information, etc.

AVI's Support for THR

Asosiasi: Regulasi Tembakau Alternatif Perlu untuk Cegah Penggunaan oleh Anak- Anak

Jumat, 9 Oktober 2020 11:06

Reporter : **Dwi Aditya Putra**



Petani tembakau. ©2016 blogspot.com

Association: Alternative Tobacco (OTPs) Regulation is necessary
to prevent use by children

Asosiasi Vape Tuntut Regulasi Khusus Produk Tembakau Alternatif

Koran SINDO

Jum'at, 09 Oktober 2020 - 08:35 WIB



Vape Association demands special regulation on alternative
tobacco products

AVI's Support for THR

AVI dorong penelitian ilmiah terhadap tembakau alternatif

© Jumat, 9 Oktober 2020 20:50 WIB



AVI encourages scientific research on alternative tobacco

Asosiasi vape ingin berdialog dengan Menkes terkait larangan

© Selasa, 19 November 2019 14:00 WIB



The vape association wants to have a dialogue with the Minister of Health regarding the ban



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Opportunities to Collab



AVI is always open with the opportunity to collaborate with other consumer associations in Asian countries and worldwide