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13 March 2014

The Chief Executive Officer,
Mauritius Duty Free Paradise Co Ltd,
SSR International Airport,
Plaine Magnien.

Dear Sir,

Illegal Tobacco Advertising in the Duty Free Shop at SSR International Airport

During a recent travel overseas, I visited the duty free shop at the departure terminal of SSR International Airport and noticed the conspicuous display of advertisement of the cigarette brands "Winston" and "Camel". The advertisement consists of two lighted glass frames, one for each brand, which are strategically located, professionally designed and highly visible. Each glass frame is approximately 12 inches high, 25 inches wide and 10 inches deep and portrays cigarette packs of one of the above-mentioned brands. In addition, the "Camel" advertisement carries a promotional text message which reads as follows: "100 years of inspiring creativity".

You may wish to note that the Public Health (Restrictions of Tobacco Products) Regulations 2008, whilst allowing the display of tobacco products in the duty free shops at the airport, ban the advertising of tobacco products in Mauritius, including SSR International Airport. A copy of the regulations is attached herewith with the relevant sections highlighted. You may also wish to note that the above Regulations were adopted following the ratification of the Framework Convention on Tobacco Control of the World Health Organization by Mauritius in 2004.

VISA notes with concern that the Mauritius Duty Free Paradise Co. Ltd is allowing the tobacco industry to advertise its products in the duty free shop at the airport, in contravention with the provisions of the related law and a United Nations convention ratified by Mauritius.

In view of the above, VISA considers that the Mauritius Duty Free Paradise Co. Ltd should immediately remove the advertisement of the cigarette brands "Winston" and "Camel" from its duty free shop at SSR International Airport and also ensure that no tobacco product is advertised on its premises in future.

VISA is forwarding a copy of this mail to the Ministry of Health and Quality of Life and the Police, the enforcement agencies, and circulating it to the local press and international organizations such as the World Health Organization and Framework Convention Alliance in order to inform them of the breach of the national tobacco control law by the Mauritius Duty Free Paradise Co. Ltd. It also reserves the right to take further actions if remedial measures are not urgently taken by your organization.

Thanking you for your understanding.
Yours faithfully,

Deowan Mohee

President

VISA

(A registered NGO dedicated to tobacco and alcohol control)

Copy: Head, Customer Care Department, Mauritius Duty Free Paradise Co Ltd