

(National Coat-of-Arms)  
**KINGDOM OF CAMBODIA**  
**Nation Religion King**

<b>MINISTRY OF HEALTH</b> Arriving at the Order Office March 4, 2011 at ..... Registration No. 371 O.
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**Royal Government of Cambodia**  
**No. 35 S.E.**

**SUBDECREE**  
**ON**  
**MEASURES TO BAN ADVERTISING OF TOBACCO PRODUCTS**

**The Royal Government**

*Pursuant to:*

- The Constitution of the Kingdom of Cambodia;
- Royal Decree No. NS/RD/0908/1055, dated September 25, 2008, on the Appointment of the Royal Government of Cambodia;
- Royal *Kram* No. 02/NS/94, dated July 20, 1994, promulgating the Law on the Organization and Functioning of the Council of Ministers;
- Royal *Kram* No. NS/RK/0196/06, dated January 24, 1996, promulgating the Law on the Establishment of the Ministry of Health;
- Royal *Kram* No. NS/RK/0106/002, dated January 18, 2006, promulgating the Law on the Approval for the Kingdom of Cambodia to Join the Convention on Tobacco Control;
- Subdecree No. 67 S.E., dated October 22, 1997, on the Organization and Functioning of the Ministry of Health;
- Approval from the Council of Ministers during its plenary session on February 11, 2011;

**Hereby decides**  
**CHAPTER 1**  
**General Provisions**

**Article 1.-**

This subdecree aims to define the measures to ban the advertising of tobacco products.

**Article 2.-**

The objectives of this subdecree are:

- To contribute to the protection of people's wellbeing;
- To increase the effectiveness of control;
- To prevent all means of advertisement that attract customers to use tobacco products;
- To reduce consumption of tobacco products;
- To reduce the effects of tobacco consumption on health, the environment, the economy and society;

**Article 3.-**

This subdecree extends its application to the advertising of tobacco products in the Kingdom of Cambodia.

## CHAPTER 2 Governing Authorities

### Article 4.-

The Ministry of Health is the competent institution in guiding and controlling the advertising of tobacco products in the Kingdom of Cambodia, with [personnel from] the National Center for Health Promotion as staff. If necessary, the Ministry of Health shall cooperate with the relevant competent ministries-institutions.

## CHAPTER 3 Measures on the Advertising of Tobacco Products

### Article 5.-

The advertising of tobacco products through mass media in the form of pictures or text or sound on radio, television, magazine, CD, VCD, DVD and various other telecommunications services shall be prohibited. (*Stamp*)

### Article 6.-

The advertising of tobacco products in public on posters, billboards, banners, drawings, or other public tobacco advertising materials, and the advertising of tobacco products using mobile pictures on the body of a car or on any type of vehicle shall be banned. The display or posting of logos or the names of tobacco products is permitted only at cigarette points of sale or stalls or shops.

The size and number of tobacco product logos or names to be displayed or posted at cigarette points of sale or stalls or shops shall be defined by a *prakas* of the Minister of Health.

### Article 7.-

The advertising of tobacco products to the public at any public place such as concerts, sporting events or other public events and the direct promotion of tobacco products to customers by agents of tobacco companies shall be banned.

### Article 8.-

Sponsorship of concerts, sporting events or other public events in the form of tobacco products or other materials on which tobacco brand names are shown shall be banned with the exception of sponsorship in the form of materials or funds in humanitarian activities or activities for social benefits, which does not have the intention of commercial exploitation or tobacco product advertising.

### Article 9.-

All types of mass media shall cooperate in implementing articles 5, 6 and 7 hereof.

## CHAPTER 4 Penalties

### Article 10.-

Tobacco companies, local manufacturers, importers of tobacco products, sellers and individuals relevant to the advertising and distribution of tobacco

products failing to comply with the provisions of this subdecree shall be subject to the following penalties:

- Verbal warning; (*Stamp*)
- Confiscation of the posters, billboards, banners, drawings or various other tobacco product advertising materials;
- Temporary suspension of the business operation;
- Complete closure of the business in case of repeated infringement.

## CHAPTER 5 Transitional Provision

### Article 11.-

Tobacco companies, local manufacturers, importers of tobacco products, sellers and individuals related to the advertising and distribution of tobacco products who are advertising their tobacco products shall put an end to this advertising 06 (six) months after this subdecree comes into effect.

## CHAPTER 6 Final Provisions

### Article 12.-

Any provisions that are contrary to this subdecree shall be abrogated.

### Article 13.-

The Minister of the Office of the Council of Ministers, the Minister of Economy and Finance, the Minister of Health, all relevant ministers, and secretaries of state of all ministries and institutions shall be responsible for implementing this subdecree from the date of signature onwards.

Phnom Penh Capital, February 24, 2011

**Prime Minister**

*(Signature and stamp)*

CC:

- Ministry of the Royal Palace
- General Secretariat of the Constitutional Council
- General Secretariat of the Senate
- General Secretariat of the National Assembly
- Secretary-General of the Royal Government
- Cabinet of *Samdech* Prime Minister
- Cabinets of Excellencies Deputy Prime Ministers
- As stipulated in Article 13
- Royal Gazettes
- Records - Archives

***Samdech Akka Moha Sena Padei Techo HUN SEN***