

Fighting misconceptions of **illicit** trade

Illicit trade of tobacco is defined as any activity prohibited by law and which relates to production, shipment, receipt, possession, distribution, sale or purchase including any activity intended to facilitate such conduct. Not only is this a huge financial burden to the governments of the world, illicit tobacco trade also undermines public health strategies and leaves lawful businesses with unfair competition. Profits from the illicit trade of tobacco have supported organized crime and terrorism.

Important terms to understand about illicit trade:

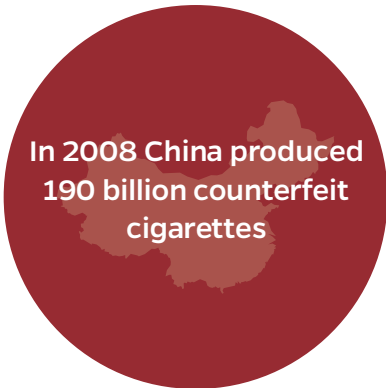
Large scale smuggling – Often involves criminal organizations and refers to transporting, distributing and selling large volumes of cigarettes.

Bootlegging – When individuals or small groups smuggle lesser quantities of cigarettes over a short distance. Often the cigarettes are bought in low-tax jurisdictions and re-sold across government borders in higher-tax regions in quantities that exceed customs limits.

Illegal Manufacturing – When a tobacco product is made in violation of the law.

Counterfeiting – Making of a tobacco product that carries a trademark without agreement from the trademark's owner.


Contraband – What a tobacco product is called when it is smuggled.



In 2008 China produced
190 billion counterfeit
cigarettes



In 2008 25 percent of
cigarettes produced in
Ukraine were exported
illegally

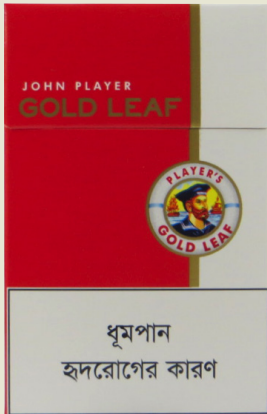


81 percent of packs
collected from Pakistan
in 2013 were illicit*

* data from IGTC's Tobacco Pack Surveillance project

The Tobacco Pack Surveillance System (TPackSS) project at the Institute for Global Tobacco Control (IGTC), collected more than 3,000 cigarette packs from 14 low- and middle- income countries and found that approximately 24 percent of them were illicit. Criteria used to determine whether or not packs were illicit were the presence of the country's health warning label and, where applicable, the presence of the country's tax stamp. For more information on the TPackSS project visit : www.globaltobaccocontrol.org/tpackss.

Legal packs



Example of a legal pack bought in Bangladesh.

Illicit packs



Example of an illicit pack bought in Bangladesh with the wrong health warning label



Example of a legal pack bought in Pakistan.



Multiple examples of illicit packs bought in Pakistan of the same brand and type with varying and incorrect health warning labels and one with none.

