

LEO BURNETT LIMITED | 6/F AIA KOWLOON TOWER, 100 HOW MING STREET, KWUN TONG,
HONG KONG
T: (852) 2367 4333 F: (852) 2885 3209

Prof Hon. Joseph Lee, SBS, JP
Chairman, Panel on Health Services, Legislative Council Legislative Council Complex
1 Legislative Council Road
Central, Hong Kong

Dear Prof. Joseph Lee,

Regulate and Allow Importation of Heated Tobacco Product Into Hong Kong

I am writing on behalf of Leo Burnett Hong Kong to share our views regarding the upcoming legislative proposal on regulation of Heat-not-Burn (HNB) tobacco products by the Panel of Health services scheduled on June 19.


We are pleased to learn that our HKSAR government is open to making HNB tobacco products available in Hong Kong and has been looking at how these products should be treated under the existing and appropriate categorization.

Through our global network, we have a chance to work directly with consumers from 39 markets where HNB Tobacco products are available and considered as an alternative tobacco product that is better than conventional cigarettes. Here in Hong Kong, we noticed there is a considerable number of users, including members in my team. We understand how much they have benefited switching from conventional cigarettes to these alternatives, and also for the people around them. If all legal age smokers switch to HNB alternatives, second and third hand smoke will no longer be an issue which is an inconvenience to most non-smokers.

We sincerely hope the Hong Kong Government allows HNB tobacco products to be retailed and consumed properly in Hong Kong, so that all existing smokers have the opportunity to be educated about the benefits of HNB tobacco products as an alternative to combustible cigarettes.

Thank you for your kind attention.

Yours sincerely,


Jeff Ho
Managing Director
Email address: jeff.ho@leoburnett.com

