

Viet Nam

Tobacco Policy Status

SMOKE-FREE ENVIRONMENTS: Smoking is completely banned in health and educational facilities, and on public transport and other indoor working areas. Smoking is banned in other public places, however the law allows for these areas to have designated smoking rooms.

BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP: Vietnam has a nearly comprehensive ban on tobacco advertising, promotion and sponsorship. Tobacco advertising in international TV, radio, and print media is still allowed.

HEALTH WARNINGS ON TOBACCO PACKAGES: Currently, Viet Nam's health warning only meets the minimum FCTC requirement. Health warnings are text-only and cover 30% of the front and back of the pack.

TOBACCO TAXATION AND PRICE: Tobacco taxes in Viet Nam fall below the World Bank's recommendation that tobacco taxes make up two-thirds to four-fifths of retail price. The most popular brand of cigarettes is currently taxed at 42% of retail price.

Tobacco Control Policies

SMOKE-FREE ENVIRONMENTS – COMPLETE SMOKING BANS				
Health-care facilities	Yes	Indoor offices	Yes	
Educational facilities, except universities	Yes	Public transport	Yes	
Universities	Yes	Restaurants	No	
Governmental facilities	No ¹	Pubs and bars	No	
Do sub-national jurisdictions have the authority to adopt laws that completely ban tobacco smoking?			No	
BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP				
National TV and radio	Yes†	Free distribution	Yes	
International TV and radio	No	Promotional discounts	Yes	
Local magazines/newspapers	Yes	Non-tobacco products with tobacco names	Yes	
International magazines/newspapers	No	Non-tobacco brand used for tobacco product	No	
Billboards and outdoor advertising	Yes	Appearance of tobacco products in TV and/or films	No	
Point-of-sale	Yes	Sponsored events	Yes	
Internet	Yes			
HEALTH WARNINGS ON TOBACCO PACKAGES				
Law mandates specific warnings	Yes	Number of approved warnings	2	
Warnings describe harmful effects of tobacco use	Yes	Warnings required to rotate	No ²	
Warnings include a picture or graphic	No	Warnings are written in the principal language(s)	Yes	
% of principal display areas covered (front and back)	30%	Warnings have mandated font style, font size and color	No	
Front	30%	Ban on misleading descriptors	No	
Back	30%			
TOBACCO TAXATION AND PRICE				
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES			TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)*	
In currency reported by country	VND	14000.00	Total taxes	42%
In US\$ at official exchange rate	USD	0.75	Total excise (specific and ad valorem)	33%
			Value added tax (VAT)	9%

* Individual categories of tax may not add to total due to rounding

† Article 22 and 39 of Decree 119 provides for an exemption that allows broadcast of a tobacco manufacturer's name, address and logo on the New Year and annual traditional day of the enterprise.

Sources:

WHO Report on the Global Tobacco Epidemic 2011 available from: <http://who.int/tobacco>

¹ In some government facilities, smoking is allowed in designated smoking areas. Source: 2007 Prime Minister Directive, Section I.2. 2009 FCTC Implementation Plan

² Prime Minister Directive No. 12/2007/CT-TTg on Strengthening Tobacco Control Activities; Prime Minister Decision No. 1315/QĐ-TTg on Ratification of the Plan for the Implementation of the Framework Convention on Tobacco Control, Section I.1.d; Decree No. 119/2007/NĐ-CP on Tobacco Manufacturing and Trading

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