

REPUBLIC OF RWANDA



MINISTRY OF TRADE AND INDUSTRY
P.O. Box 73, KIGALI

Anne Rwigara
Managing Director
Premier Tobacco Company
PO Box 1286, KIGALI
By email: ruanne@gmail.com

Kigali:30.1.8.2016
Ref: 2013/15.01/LG/2016

Dear Madam,

RE: Contravention of the Competition & Consumer Protection Law and Tobacco Control Law

It has come to the attention of the Ministry of Trade and Industry (**MINICOM**) that your company is currently selling two brands of cigarettes, Filter Star Kings and Premier Filter, without the packaging of those products bearing the health warnings required under the Law relating to the control of tobacco N°08/2013 of 01/03/2013 (the **Tobacco Control Law**) and its Ministerial order n°20/34 of 09/06/2015 determining the content and design of the warning to be put on the package of tobacco and tobacco products (the **Tobacco Ministerial Order**).

This letter serves as notice that in failing to comply with the above laws, your company is currently in breach of the following legal provisions:

- Article 37 of the Competition & Consumer Protection Law, which provides that any act contrary to practices in commercial matters by which a seller may prejudice the interests of the consumer. Your company's failure production and sale of products not bearing the prescribed health warnings is prejudicial to the interests of consumers to be warned about the health risks of tobacco.
- Article 38 of the Competition & Consumer Protection Law which provides that any advertising that may encourage risky behavior dangerous for health or safety of persons is prohibited. Your company's advertising, being its product

packaging, encourages behavior dangerous to health by failing to include the legally mandated health warnings.

- Article 18 of the Tobacco Control Law which provides that a factory manufacturing tobacco and tobacco products sold in Rwanda shall put warning imprints on the package of tobacco and tobacco products.

This letter is to direct you to immediately cease manufacturing and distributing tobacco products which are not duly labeled in accordance with the Tobacco Control Law and Ministerial Order. All non-compliant products that have already been distributed must be removed from retail outlets by **Friday, 26 September 2016**.

If you fail to comply with the directions contained in this letter, all non-compliant tobacco products can be confiscated under the Tobacco Control Law and you may be subject to an administrative fine of five to ten per of your company's annual turnover of the preceding fiscal year in which the violation has occurred under the Competition & Consumer Protection Law.

Yours sincerely


Emmanuel HATEGEKA
Permanent Secretary



CC:

Honourable Minister of Health