

United Kingdom's measure on plain packaging of tobacco products

"Tobacco products, nicotine containing products and herbal products for smoking. Packaging for retail sale of any of the aforementioned products" (new)

United Kingdom is the second EU member State (after Ireland) to propose introducing standardized plain packaging for cigarettes and other tobacco products. The proposal revived the intense debate seen in previous meetings, with a number of tobacco-growing developing countries calling the measure excessive.

This proposal follows similar initiatives from [Ireland](#), [New Zealand](#) and [Australia](#), discussed in previous meetings of the [Technical Barriers to Trade \(TBT\) Committee](#) and the [Intellectual Property \(TRIPS\) Council](#). In Australia's case this has now become law and is subject to a set of formal legal disputes (cases [DS434](#), [DS435](#) and [DS441](#)).

Cuba, Malawi, Nigeria, Honduras, Nicaragua and Guatemala urged the United Kingdom to adopt less trade-restrictive measures to achieve its objective of public health. Some members asked the United Kingdom to suspend the proposal until the on-going disputes against Australia's plain packaging law had been concluded. Australia, New Zealand, Canada and Norway expressed support for the proposal.

The European Union said that it was premature to discuss the measure in the Committee as it was still in a draft stage.