

魏子 主 编

全球控烟瞭望报告

GLOBAL TOBACCO CONTROL OUTLOOK



全球控烟瞭望报告

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控烟是好事 禁烟办不到

韩启

亲爱的读者：

中国有句古诗，“生年不满百，常怀千岁忧”。这句诗可用来描述世界上不少人对烟草的看法。

由世界卫生组织（以下简称 WHO）主持谈判制定的《烟草控制框架公约》（以下简称《公约》），自 2003 年 5 月 21 日在日内瓦召开的第 56 届世界卫生大会上，经世界卫生组织的 192 个成员国一致通过至今已经 7 年多了，2005 年 2 月 27 日，《公约》正式生效，至 2011 年 2 月，《公约》生效 6 周年。我在《公约》通过一周年述评《第四次全球控烟浪潮的兴起与发展》的论文中，明确提出以缔结并通过《公约》为标志，全球第四次控烟浪潮开始兴起，并以不可阻挡之势向前发展。近几年来，全球第四次控烟浪潮以不可遏止之势汹涌澎湃地继续向前发展……

吸烟与健康是世界性的社会问题，也是人类社会重大问题之一。对此问题的讨论或争议将会成为一个永久的话题。

笔者在上世纪九十年代中期出版了著名企业家传记和著名国际企业传记后，一家登陆中国的国际著名的策划咨询公司和一家宣称要做“中国优秀战略思想库”的策划咨询公司的总裁曾几次登门诚邀我加盟。其理由是：“烟草的黄金时代已经过去，且已是夕阳产业。再加上烟草行业是不受人欢迎更不要说是受人尊敬的行业，你自己又不吸烟……”而当时，WHO 还未酝酿制定《公约》。由于多种原因，我未能弃烟前往。2000 年 5 月 11 日国内某权威研究机构在《中国经济时报》发表的《“十五”期间我国产业结构变化的趋势分析》一文中明确提出：“‘十五’期间我国烟草产业属于衰退行业”。在此前后，中国有的大型烟草企业提出：“要跳出烟草发挥优势，并开始在主业外大规模投资，为转产作准备”。而我认定：“只有夕阳的技术，而无夕阳的产业”。遗憾的是当时此观点和者皆寡。至今又 20 年、10 余年过去了，世界烟草产业不仅未见衰退迹象，反而在持续发展……

作为供职烟草产业，但从从不吸烟而又阴错阳差或者说是身不由己成为了少数研究烟草软科学及研究控烟的一分子，从 WHO 酝酿制订《公约》至今，我及所率领的团队，追踪研究控烟已经十几年了。先后发表了一些研究论文，出版了一批书籍，取得了一些成果，不仅受到了国内的注意，也引起了国际的关注……

令人难忘的是，WHO 的材料曾点名说，我率领的团队开展对控烟的研究，是破坏《公约》的制定。我在回应时说，我对 WHO 关注到我们的工作，深感荣幸！我对 WHO 制订《公约》，推动控烟的良好愿望表示敬意！我从不抽烟，大家族中抽烟的也是极少数派，我们团队中，抽烟的人也是少数派。我和团队成员之所以研究正在谈判制订中的《公约》，只是作为中国烟草从业人员，想在广泛深入调查研究的基础上，表达自己的看法。按照黑格尔“存在就是合理”的观点，研究烟草的客观存在。因为“吸烟有害健康”已经成为人们普遍的共识，因此，我对控烟举双手赞成……

至于对烟草产业的发展前景，我从不悲观。2005 年 9 月，在英国伦敦召开的有关《公约》的国际研讨交流会上，在演讲中，我曾说《公约》通过以后，全世界卫生界专家及反烟组织的人士发表了不少的文章，也举行了不少庆祝活动，概括说主要是两方面，一方面认为《公约》通过实在是值得庆贺的大事件，将此称为是世界控烟史上的里程碑。塞内加尔政府驻世界卫生组织的代表签署了《公约》后就说：“《公约》的制定代表一场长期而艰巨的战斗刚刚取得胜利。”同时也有不少人认为不理想，是各方妥协的产物。另一方面认为，《公约》是一把法律利剑，也是一根套在烟草脖子上的绞绳。有代表性的是日本《产经新闻》发表的那篇《烟草产业的冬天》，其文章宣称说，“《公约》的通过，无疑是给烟草业套上了一根绞绳……”

我当时引用英国著名诗人雪莱《西风颂》中的诗句预言，烟草产业未来发展前景：“冬天到了，春天还会远吗？”以此结束了我的那篇题为《〈公约〉对世界烟草经济的影响》的演讲，引起了与会者们的共鸣。

时光飞逝，弹指挥间又是几年过去。环视全世界，烟草产业的冬天仍未见到到来。具体表现为，即便是在 2008 年 9 月 15 日美国雷曼投资公司倒闭带来的金融海啸引发的全球经济危机，对实体经济的冲击，虽然对烟草产业也造成了严重冲击，但现观察下来，后果不像汽车、钢铁、建筑等产业严重。全世界的烟草产业在重组整合的巨浪推动下，烟叶产量稳定增长，卷烟产销量稳中略有增加，产业的集中度及竞争力也不断提高，烟草产业的可持续发展超过了人们的想象。

当然，也应该承认，《公约》通过及生效至今，全球性的控烟运动风起云涌向前发展。截至 2010 年 11 月 30 日，世界卫生组织 192 个成员国中有 172 个成为《公约》缔约国，其中，已有 167 个国家和 1 个区域性组织欧盟签署了《公约》，加上 2004 年 6 月 29 日《公约》开放签署截止日期后加入公约的 15 个国家，共有 182 个国家和 1 个区域组织欧盟签署、批准或加入了《公约》。瞭望全世界 193 个国家和 31 个地区，大多数国家和地区控烟法律法规纷纷出台。在《公约》生效的国家和地区，对《公约》规定的烟草包装健康警句标识、烟草广告、促销和赞助、烟草制品信息披露和履约报告等方面条款的执行取得了突破性的进展。

公共场所禁烟的范围也从公共交通工具（飞机、火车、轮船、汽车）延伸到公共场所（影剧院、餐厅、酒吧、咖啡屋等），以及学校、医院、政府机关等工作场所，全世界多数国家在报纸、杂志、电影、电视、路牌广告等传统媒体禁止发布烟草广告，有些国家在新兴媒体的互联网上也禁止发布烟草广告。全世界的大型体育赛事基本取消了烟草商的赞助。

应该承认，在《公约》的导引下，全球控烟运动正在向广度和深度发展。

“天势围平野，河流入断山”。本来是在控烟，但“树欲静而风不止”。尤其是信息社会的飞速发展，引起人们高度关注的是，禁烟标志作为全世界最著名的标志之一，其传播之广几乎没有一个标志可以与之匹敌。据笔者观察，多年来，不断有人要想把控烟运动引导升级为禁烟运动。他们把烟草当成毒蛇猛兽，必欲除之而后快！说实在的，烟草产业真是处在“山雨欲来风满楼”的境况。

对于控烟与禁烟问题，2001年10月，我在接受传媒专访时，就曾明确表示：“加入WTO，积极支持WHO谈判制定《公约》，应该说是大好事。加入WTO，是中国近代历史上的一件大事，其对中国社会可能产生的影响不可估量，准确的判断可能要几十年后才能作出。就烟草产业而言，加入WTO，最直接的挑战是市场的挑战，最大的挑战是体制的挑战。从烟草经济来看，WTO是贸易规则，FCTC是生存规则。研究烟草经济的发展史，研究控烟发展史，我认为，对烟草产业，悲观根据不足，乐观需要谨慎。”

15年前，我在《三塔笔会》序中写下，尽管世界反吸烟浪潮汹涌澎湃，笔者仍坚信：“即使有一天全世界的人都不吸烟了，可烟草作为一种重要作物，随着高科技的发展，也会以其他形式或面目为人类继续效力。”

此外，我还在《中国烟草与〈烟草控制框架公约〉》中谈道：“控烟是好事，禁烟难办到。”世界在变化，认识在深化。现在我认为应该改为：控烟是好事，我举双手赞成！禁烟办不到！因为烟草是消灭不掉也铲除不了的！

是啊，“青山遮不住，毕竟东流去”。

因为从联合国《世界人权宣言》及《公民权利和政治权利国际公约》尊重人权的规定出发，对成年人吸烟者而言，吸烟也是基本权利，也应受到尊重。因此，可以断言，任何国家、政府、任何组织都不可能下一道禁令：禁止人们从某年某月某日某时起不准吸烟。既然如此，那么，禁烟就是办不到的！

“冷眼向洋看世界，热风吹雨洒江天。”

全世界现有65亿人口。据世界卫生组织的调查和公布的数据，全世界总人口中吸烟者超过10亿人。全世界这么多人吸烟，其市场需求之大可想而知。

按照经济学有需求就会有供给的原理，在全世界要禁烟真是难以办到。因为无论在发达国家、发展中国家、还是欠发达国家，生活在农村、山区的能发展烟叶地方的居民把种烟看成是“脱贫的希望”，地方政府则把发展烟草看成是“税收的来源”，孤独的人把吸烟看成是“寂寞的伴侣”，不少脑力劳动者则把吸烟当作是“思维的向导”……在世界上，烟草产业经济是一个合法产业，烟草是一个合法的产品。再者，吸烟与反吸烟问题已相伴相生几百年。预测未来，无疑吸烟与健康还将作为一个永久的话题争议下去。

“春江水暖鸭先知”。由于吸烟与健康的关系，以及全球第四次控烟运动的兴起和发展，在许多人心目中，烟草无疑已经是“无可奈何花落去”的奄奄一息的“夕阳产业”。然而如今在全世界，烟草产业好像正处在“似曾相识燕归来”的季节，再从烟草产业发展历程及成长规律看，其数百年来一直在不断成长及增长之中。

观察现实世界，瞭望未来全球，可以断言，随着世界人口的增长，当前乃至未来一个

时期，世界烟草的发展仍会呈现增长之势。

“风乍起，吹皱一池春水。”据传媒报道，烟草中发现了蛋白质，含量还不低；还发现较高的医疗药用价值，还发现可提炼能源……因此，笔者坚信，即使全世界的人有一天都全不吸烟了，烟草作为大自然献给人类的一种大宗农作物，随着科技日新月异的发展，它必将会以其它面目继续为人类作出它应有的贡献！

也正是因为如此，笔者坚定地认为禁烟是办不到的！

“不畏浮云遮望眼，只缘身在最高层。”如若不信，请让发展着的历史，以及组成历史的事实来证明吧！

有道是“天若有情天亦老，人间正道是沧桑。”

时间能证明一切，禁烟难办到的结论，是否下得过早或不准确，让我们拭目以待吧！

“无边落木萧萧下，不尽长江滚滚来。”笔者的观点：控烟是好事，禁烟办不到！控烟伴随卷烟生产，今后将会长期存在。

从社会学角度看，马克思在《资本论》中曾写过：“像烟草这类产品，从生理学观点说，是否是必要的消费资料，在这里是一个毫无关系的问题，只要它在习惯上是必要的消费资料就行了。”

多年来，从事烟草经济和控烟研究，我研究提出并发表了：“发达国家卷烟消费在减少，发展中国家稳中略升，欠发达国家将持续增长”、“烟草作为合法产品，应有合法的宣传空间，任意封杀极不公平”等鲜明的观点，并先后作出了“即使全世界十几亿吸烟者都不吸烟了，烟草作为大自然献给人类的一种重要农作物，随着科技日新月异的发展，它也必将会以其他面目为人类作出贡献”，以及“对烟草产业悲观根据不足，乐观需要谨慎”、“烟草的使命远未结束，烟草的革命正在到来”等判断，并深情地期望“如果能够依靠科学技术，努力将吸烟有‘害’健康，变成吸烟有‘益’健康，真是善莫大焉！不仅是烟草经济界的幸事，也是全人类的福音”等等。

回望历史，透析现实，前瞻未来，可以断定，烟草的生产远未到结束的时候，烟草的生产和供给还将长久继续下去！烟草的使命远未结束，烟草的革命已经到来！

本书作为《全球控烟瞭望报告》，主要由序言、“关于全球控烟瞭望报告的报告”、182个国家的瞭望报告，还有18篇“观察报告”和“附录”组成。本书与我们以前出版的著作不同的特点是，“编译与研究并重，理论与现实交融”，同时也体现出了一种大视野和大格局。由于注重把搜集信息资料放在了首位，加之搜集广泛，资料十分丰富，为对全球控烟进行瞭望和观察奠定了坚实基础。从对182个国家控烟情况的瞭望，不难看出，从《公约》的履行来看，少数国家较严格，多数国家较宽松，有的国家较随意，还有一些国家有控烟法律法规，但存在有法不依，有法难依的情况。

笔者还认为：就世界上多数烟草生产国政府的主张及行为看，不外是举起右手喊要发展经济，举起左手喊要控烟。从世界的范围来看，全球控烟的发展现状如何，目前的态势又会给人们带来哪些思考和启发？如何把握全球控烟运动的进程，如何判断和认识烟草产业的发展变化趋势和前景，翻阅本书相信会有所得。当然，控烟是历史的、多样的、复杂的、渐进的、漫长的、不断变化的，但烟草是难以取缔，也是消灭不掉的。对此，相信全

世界大多数人也会是认同的。

科学的本质是批判，交流的本质是质疑。笔者深知，一个观点提出，一篇文章发表或一本书出版后，引起争议、质疑、批评，甚至批判都是很正常的，说明读者对作者的言行很关注。正是基于这样的认识，我们至诚欢迎来自您的批评！并真诚地期待着！对于善意的批评，我们会虚心接受。对于少数攻其一点，不及其余，尤其是挟洋人及美元以自重的机构和人恶意炒作，制造事端的行为，我们尤其要把科学、理性、客观的思考表达出来。对于来自各方面的各种不同声音，我们会始终坚持：“我不同意你的观点，但我誓死捍卫你说话的权利！”并且坚信：让人说话天塌不下来！

最后，作为本书主编，我要特别声明的是：本书的观点不代表作者们的供职的单位。

2010年11月于昆明翠湖文香斋

（作者系云南烟草科学研究院党委书记、副院长，副研究员）

Preface

Tobacco – control, a Good Deed Tobacco – ban, a Thousand Times No

Yongzhao Cheng

Dear readers,

There is an ancient Chinese saying, “A person, not surviving one hundred years, contemplates events thousand years away,” which can be used to describe how people are concerned about tobacco.

It has been 7 years since The WHO Framework Convention on Tobacco Control (WHO FCTC) was adopted by the 56th World Health Assembly on 21 May 2003. On 27 February 2005, the Convention went into effect. It will be the sixth anniversary of its entry into force in February 2011. I wrote the review “The rise and development of the fourth tide of global tobacco control” for the Convention’s first anniversary to clearly propose that the adoption of FCTC had marked the rise of the fourth tide of global tobacco control. In recent years, the fourth tide of global tobacco control has become an irresistible trend moving forward.

Smoking and Health is an international social issue. It is also an essential concern of the human society. Therefore, discussions and disputes concerning Smoking and Health will be a permanent topic for conversations.

After I published “Biography of famous entrepreneurs” and “Biography of the famous international enterprises” in the mid – nineties of the last century, the president of an international leading consulting firm, which claimed to be “the excellent library of strategic thinking in China”, invited me to join them. He told me that “the golden time of the tobacco industry has gone. It is a sunset industry which is unwelcome and disrespected. And you don’t smoke……” At that time, WHO’s FCTC did not appear. However, for a variety of reasons, I did not give up the tobacco industry to go on with him. On 11 May 2000, a domestic research institution published “The trend analysis of China’s industrial structure during the tenth five – year plan” in “China Economic Times” that proposed “China’s tobacco industry is a declining industry during the tenth five – year plan.” Moreover, some of China’s tobacco companies also suggested “investing in non – tobacco industry and preparing for the tobacco industry’s transformation”.

However, I firmly believe that there is no sunset industry, but only sunset technology. Unfortunately, this view found only few supporters at that time. Until now over 10 years, almost 20 years have gone by, there are no signs of recession in the tobacco industry; instead it continues to grow.

As a member of the tobacco industry, I am, by chance, among the few who undertake the research work of tobacco management science and tobacco controls. From the appearance of Convention up to today, my team and I have been tracking tobacco controls for more than ten years. A number of

research papers and literatures have been published. Those achievements not only get noticed domestically, but also obtain international attention.

One event unforgettable was the appearance of an article from WHO which said that our research on tobacco control was disrupting the establishment of the Convention. I declared in response that it was my pleasure to get WHO's attention to our work. I would like to pay my respects to the WHO FCTC and good aspirations for tobacco control. I am not a smoker and few of my team members smoke. We study the Convention because we would like to express our opinions based on extensive researches as members of the tobacco industry. According to Hegel, "Only in the state does man have a rational existence". Therefore, all the researches on tobacco control have their own objective realities. "Smoking is harmful to health" has become a general consensus, so I approve of tobacco control.

I never take a pessimistic view on the tobacco industry's prospects. In September 2005, I made a speech in an international seminar on the Convention; to sum up those articles written by health experts and anti-tobacco organizations and celebrations held to cheer the adoption of FCTC, they conveyed two purposes - - on one hand, they celebrated the Convention because they believed it was a milestone in the history of global tobacco control and as the representative of the Government of Senegal in the World Health organization said after signing the WHO FCTC, "The initiation of FCTC represents a long and arduous battle just won". However, some people regarded the Convention as a product of compromises. On the other hand, the Convention was viewed as "a legal sword, a twisted rope around the neck of the tobacco industry", as put in a representative article, "The winter of tobacco industry", reported on Japan's "Sankei Shimbun". I finished my speech "The impacts of Convention on tobacco economy" by quoting a verse prophecy by the famous British poet Shelley's "Ode to West", "If winter comes, can spring be far behind?". My speech finally struck a responsive chord among participants.

Time flies - - Years have passed in a snap of the fingers. The winter has not yet come to the tobacco industry. For instance, during the global economic crisis triggered by the collapse of the U. S. investment firm Lehman Brothers on 15th September 2008, the tobacco industry suffered less impact than the auto industry, the iron and steel industry, as well as the construction industry. Thanks to merges and reorganizations in the tobacco industry, tobacco leaf production grew steadily. Cigarette production and sales have had a slight increase. Furthermore, centralization and competitive capability of the tobacco industry are also enhanced. Consequently, the capability of sustainable development in the tobacco industry have gone beyond people's expectation.

It needs to be recognized that global tobacco control campaigns have increased since the adoption of FCTC. By 30th November 2010, 172 out of 192 WHO parties have become parties to the WHO FCTC. 182 countries and European Union (EU) had acceded to, ratified, accepted or approved WHO FCTC, including 167 countries and European Union (EU) which signed the WHO FCTC and another 15 countries which took a one-step process equivalent to ratification. Most countries and regions of 193 countries around the world and 31 regions have formulated their laws and regulations on tobacco controls. Several provisions, such as Health warnings on tobacco packages, bans on advertising, promotion and sponsorship, regulation of the contents of tobacco products, as well as reports on implementation of the Convention, have achieved effectual progress particularly in

those countries and regions where FCTC has entered into force.

Smoking – free environments include public transports (airplanes, trains, ships, and autos) and public places (theaters, restaurants, pubs and bars). Even educational facilities, health – care facilities, and government facilities also have become smoking – free environments. In most countries, there are bans of tobacco advertising in traditional media such as newspapers, magazines, films, TV, and billboards/outdoor advertisings. Moreover, some countries also forbid tobacco advertisings on the internet. Major sports events have canceled monetary assistance from the tobacco industry.

It shows that global tobacco control campaigns have achieved comprehensive progress.

“The sky puts the earth in enclosure; and rivers flow wildly into broken mountains”. Tobacco control has been widely approved. However, “the tree may prefer calm but the wind keeps blowing. The objective laws often go counter to man’s desires.” Along with the development of the information society, no other signs have ever spread so widely as the signs of non – smokings, most well – known and most recognized in the world. In my observation, some people have tried their utmost over the years to push the tobacco control campaign into an anti – smoking campaign. They regard the tobacco as snakes and wild beasts to be wiped out. In fact, the tobacco industry is facing the fierce challenges as compared to “the rising wind forebodes a coming storm”.

In October 2001, I was interviewed on tobacco controls and tobacco bans by a media. I stated clearly that joining the WTO and supporting the initiation of WHO FCTC can promote China’s social development. For the tobacco industry, the most immediate challenges are from markets and from the government systems. From the position of tobacco economy, WTO is the rule of trade, and the FCTC is the rule of survival. Based on a number of researches on the history of the tobacco economy and global tobacco control, I consider there is no necessity for the tobacco industry to be pessimistic, but to be optimistic, cautions are needed.

I wrote a preface for the “Three Pagodas Pen Pals” 15 years ago that “though the tide of tobacco control is surging, I still believe even if there were no smokers in the world, the tobacco would continue to serve humans in other forms.”

Furthermore, I also proposed that “tobacco control is a good deed, but a tobacco ban is impossible” in the book “China’s tobacco industry and FCTC”. However, the world keeps changing, and so do minds. Now I would like to modify that opinion positively to be “Tobacco control is a good deed but a tobacco ban is a thousand times no.” The tobacco cannot be eliminated under any circumstances.

“The river keeps flowing eastward despite of the block of mountains,”.

According to the guidelines of the United Nations’ “Universal Declaration of Human Rights” and the “International Convention on Civil and Political Rights”, adult smokers have their basic rights to smoke and to be respected. Therefore, it can be predicted that no countries no governments, nor organizations may lay a ban that smoking is totally prohibited from one day, one month, or one year on. Thus a tobacco ban is impossible.

“Cold – eyed I survey the world beyond seas. A hot wind spatters raindrops on the sky – brooded waters.”

There is a population of 6.5 billion in the world. According to the WHO’s survey and its published statistics, more than 1 billion of them are smokers. Consequently, such a huge smoking popu-

lation should certainly create a huge market.

In accordance with the economic principle, “the demand decides the supply”, it is extremely difficult to ban the tobacco. From developed countries to developing countries, from cities to country sides, from rich to poor areas, any places where, as long as the tobacco can grow, the people view tobacco planting as their hope to get rid of poverty, and the local governments regard it as the main source of taxation. Besides, cigarettes are favorably treated as their soul mates when people feel lonely and the stimulus to light their thinking for intellectuals. The tobacco industry is a legal industry and so are its products. Moreover, smoking and anti-smoking issues have gone hand in hand for hundred years and so, the issue of Smoking and Health will continue to be a permanent topic in the future.

“The duck knows in advance when the river turns warm in the Spring”. Many people may consider the tobacco industry as a sunset industry as described by an old Chinese verse “Deeply I sigh for fade flowers falling in vain”. Nevertheless, the reality is that the tobacco industry reaches the golden ripe season as in a Chinese verse “Vaguely I seem to know the swallow comes again”.

To bring the tobacco industry of the whole world into view, it will witness a long time increasingly growing with expansion of the world’s population.

“A gust of wind suddenly ripples the springs”. It is reported that high contents of protein and elements of significant medical value have been discovered from the tobacco. In addition, it has been found as a plant from which energy may be extracted. Therefore, the writer is confident that the tobacco, a gift from the nature, will still exert a great deal of value to benefit human beings even if the whole world would give it up in the end.

“We have no fear of clouds that may block our view for the time being as we are already at the top of the height”. All those on-going histories and facts that compose the history can prove it.

There is a saying, “Were nature sentimental, it would grow old; the biggest rule in the world is time”.

Time will prove all. “A tobacco ban is impossible” as a conclusion, its validity can be tested as well. Let us wait and see.

“Falling leaves swirl and twirl all around in the boundless forest, on the endless Yangtze River, rolling waves crash and splash all along”. From my point of view, “tobacco control is a good deed, but a tobacco ban is one thousand times no”. Going along with the existence of tobacco production, tobacco control will be a long-standing problem.

As Marx put in “Das Kapital”, from a physiological point of view, whether such products as the tobacco are necessary consuming material or not is too trivial to be ignored so long as it is a necessary consuming material resulting from customs.”

With years of research on tobacco economy and tobacco controls, I have proposed a number of viewpoints, such as “the decline of tobacco consumption in developed countries, but a slight increase in developing countries and continuous growth in less developed countries”, “it is unfair to arbitrarily block tobacco. As a legal product, the tobacco should have a legitimate means of its publicity”. In addition, some estimates are offered, such as “tobacco itself, as a kind of staple crop given as a gift by the nature, has a great deal value to benefit humans even if there were no smokers in the world”, “There is no necessity for the tobacco industry to be pessimistic, but to be optimis-

tic, cautions are needed.

The mission of the tobacco industry has no end and the revolution of tobacco is coming". I have great expectations for the tobacco industry to advance scientific technologies to remove the harm from tobacco and to benefit humans. It is not just the tobacco business community's aspiration, but also the evangel for all mankind.

Having looked back the history, reviewed the current reality and opportunities for tobacco industry, the tobacco production is far from its end. Tobacco production and supply will continue to grow. It is not the end of tobacco's life but its revolution is coming.

This "Global Tobacco Control Outlook" includes this preamble, "The report of Global Tobacco Control Outlook", outlook reports on 182 countries' and 18 observations. Compared with preceding books, the "Global Tobacco Control Outlook" has its own characteristics. Firstly, it consists of research and translated works, which achieves an ideal combination of theories and realities. It embodies with a wide collection of information and a far-reaching vision based on logical analysis. Secondly, due to the extensive data collection, analysis, and abundant materials, a substantial foundation to global tobacco control outlook and observations is laid. According to the tobacco control outlook in 182 countries and their implementations of FCTC, the conclusion can be drawn: few countries abide by FCTC strictly; most countries hold loose or random policies and some other countries do not seriously practice the rules though the provisions are introduced into their own laws. The author thinks whatever most tobacco producers or their governments are doing or claiming is simply like raising the right hand to call for economic growth, but raising the left hand at the same time to call for tobacco controls. Therefore, this book aims to analyze the current situation of global tobacco-control. Based on objective thought and estimates of the tobacco industry's development and transformation, a great number of observations and inspirations are achieved, such as the progress of global tobacco-control campaigns and perspectives on tobacco economy. Certainly, tobacco-control is historical, various, complicated, gradual and on-going process. Meanwhile, tobacco also can not be banned or eliminated. This viewpoint would be accepted by a majority of the world.

The essence of science is criticism as the essence of communication lies in questioning query. As I know, the publication of an article or a book may cause disputes, queries, and even criticisms. It usually proves that our readers give attention to the authors' words and behaviors. My team and I sincerely welcome and await your criticisms. We are open to any criticisms out of kindness. For those people who may launch malicious attacks or institutions that are supported by loaded dollars and arrogant foreigners, we would like to continue to express the scientific, rational and objective viewpoints. For voices from different quarters, we always persist in "defending to the death your right to speak, although I disapprove of what you say." We firmly believe any speaker has nothing to be afraid of. The sky won't fall down.

Finally, as the chief editor, I intend to make the particular statement that the viewpoints expressed in this book may not represent the views of the organizations for which the authors serve.

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