



EUROPEAN COMMISSION  
SECRETARIAT-GENERAL

Directorate D  
SG-D-3  
Citizens and Security, Work Programme

Brussels, 24/09/2012  
JF/wb/Anes(2012)

NOTE TO THE FILE

**Subject: Meeting with the oral tobacco industry.**

Participants to the meeting: Messrs. W. Sleath, J. Ferrière (SG D3), A Maunu (SANCO D4), Ms C Kindstrand and Mr. J. Gabriëlsson (Swedish Match),

Ms Kindstrand requested a meeting with SG D3 in order to express the views of Swedish Match (a producer of oral tobacco) on the on-going review of the tobacco products directive. The meeting took place on 18 September 2012.

The representatives of Swedish Match company made the following points:

- The review of the Tobacco Product Directive is an opportunity to revisit the EU ban on the marketing of snus (oral tobacco).
- The Commission has an obligation to review the ban. The policy for snus should be based on available scientific evidence and proportionate to the objectives i.e. internal market and a high level of public health protection.
- Scientific evidence shows that snus consumption is less dangerous than cigarette consumption. A case can also be made that it may help smokers to switch from cigarettes.
- Other smokeless tobacco products (chewing, nasal tobacco products) are not regulated at EU level. Therefore, the current Directive establishes an unjustified discrimination for snus.
- As a result, Swedish Match is in favour of lifting the EU ban of snus and to develop a regulatory framework for all smokeless tobacco products.

The Commission took note of the position expressed by Swedish Match representatives.

Jean Ferrière

Copy: M. Servoz, W. Sleath, L. Llano Cardenal (SG) D. Schnichels, A. Maunu (SANCO)