

Trade, the FCTC, & the USA

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The gorilla
that we cannot
afford to
ignore



The U.S. & the FCTC



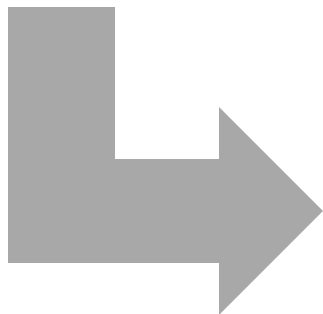
The U.S. & Global Trade



U.S. Global Trade Strategy

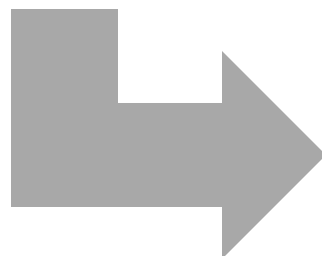
Doha Round Failure

- WTO will not create the future they want



Comprehensive Trade & Investment Agreements

- Bilateral & multilateral
- Include ISDS in all
- “Take it or leave it” message to smaller economies



Make U.S. trade vision the reality for everyone

- Create it before China can



U.S. Trade Policy Making

- Secret negotiating text
- TPA or “fast track”
- Heavy corporate presence
- Public is largely ignorant & ignored



Trade Advisory System OR “The committees to mock Art. 5.3”



Openly Pro-Tobacco Politicians



Public Health Consensus



Am. Medical Assoc.

Am. Cancer Society

Am. Heart Assoc.

Am. Lung Assoc.

ASTHO

NAACHO

NAAG

and on and on...



Progress in TPP

- Malaysia – full carve-out!
- USTR now saying “unique product”
- Tobacco is a front-burner issue
- Widespread media attention



Challenges



- Sceptics within tobacco control & public health
- Tobacco industry very powerful in U.S.
- Obama wants TPP very badly
- Only Malaysia has publicly agreed to carve-out



Our Plan

1. Exemptions in TPP & TTIP
2. Exemptions in all future TIAs
3. Renegotiate BITs

The New Normal



tobacco



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