

January 16th 2014

To:
Mayor Ullrich Sierau
City of Dortmund
44122 Dortmund
Germany

OPEN LETTER

Dear Mayor of Dortmund, Mr Ullrich Sierau,

We hear with great concern that the city of Dortmund promotes tobacco trade in Indonesia.

The Westfalenhallen Dortmund GmbH is organizing the Inter-tabac ASIA which takes place on 27/28 February 2014 in Bali, Indonesia. The trade fair promotes the sale and use of tobacco, especially in less industrialized countries, where there is virtually no protection of youth, health or consumers, as well as virtually no education concerning the dangers of tobacco use.

Being the sole shareholder of Westfalenhallen Dortmund GmbH, the city of Dortmund bears responsibility for the use of its name to promote a product that kills 6 million people every year, according to the World Health Organization WHO.

The city of Dortmund supports the tobacco industry in their effort to open up the market in Indonesia, a country that lacks enforceable regulation of tobacco consumption. Massive advertising campaigns have led to an increase in smoking prevalence amongst boys aged 13-15 to more than 40%, according to WHO. Children are handed over to the tobacco industry without protection.

Tobacco products are manufactured using abusive child labour, in Indonesia and other major tobacco producing countries. There is child labour in every cigarette. The city of Dortmund adorns itself as "fair trade city" and in 2009 the municipal council decided to ban commodities produced by abusive child labour from its public procurement. Yet, the same city promotes the trade of tobacco, helping an industry that heavily relies on child labour for its profits.

We are the Alliance Smokefree Holland, an Alliance of more than thirty parties, such as Cancer, Lung and Heart foundation, health care practitioners and more. Our aim is to create a society in which no one has to suffer tobacco harm. We believe that the deadly tobacco industry must be tackled worldwide and that the support of western countries for tobacco industry marketing in any country is very contra-productive in this respect.

Therefore we strongly urge you to:

- Stop the Inter-tabac ASIA.
- Make sure that Westfalenhallen Dortmund GmbH does not organize tobacco trade fairs in Indonesia or any other country of the Global South in future.
- Dissociate from the tobacco industry. Put public health over profits, in Indonesia and Dortmund.

Sincerely,

Jaap de Graaf

Alliance Smokefree Holland – coordinator

De Alliantie Nederland Rookvrij! is een netwerk van samenwerkende partijen die een samenleving nastreeft waarin niemand meer (over)lijdt aan de gevolgen van tabaksgebruik.