

January 9, 2014

OPEN LETTER

Mayor Ullrich Sierau
City of Dortmund
44122 Dortmund, Germany

Dear Mayor of Dortmund, Mr Ullrich Sierau,

I am very concerned to learn that the city of Dortmund promotes tobacco trade in Indonesia. The Westfalenhallen Dortmund GmbH is organizing 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 six million people every year, according to the World Health Organization (WHO).

Action on Smoking and Health (ASH) is the world's oldest anti-tobacco health organization. Since our foundation in 1967, we have seen smoking rates drop dramatically in the developed world, but the number of smokers globally has continued to climb as the tobacco industry reached into the Global South. The WHO estimates that one billion people will die this century from tobacco use unless drastic action is taken. ASH is taking every action available, but it is disturbing to discover the City of Dortmund working to undo our efforts.

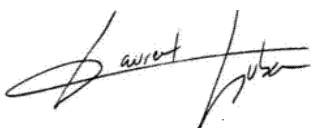
In addition to the ethical implications of promoting the only consumer product that, when used exactly as intended, kills its users, Germany is party to the WHO Framework Convention on Tobacco Control, which explicitly forbids government promotion of the tobacco industry.

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.

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 the future.
- Dissociate Dortmund from the tobacco industry.
- Put public health over profits, in Indonesia and Dortmund.

Sincerely,



Laurent Huber
Executive Director