



1400 EYE STREET, N.W. • SUITE 1200 • WASHINGTON, DC 20005  
PHONE (202) 296-5469 • FAX (202) 296-5427

---

January 22, 2014

The Honorable Mayor Ullrich Sierau  
City of Dortmund  
44122 Dortmund  
Germany

**Open letter: Please stop the Inter-tabac ASIA**

Dear Mayor Sierau,

I am writing on behalf of the Campaign for Tobacco-Free Kids, an advocacy organization that works to reduce tobacco use and its devastating health consequences around the world. We actively support tobacco control efforts in Indonesia, and were deeply concerned to hear that the city of Dortmund promotes tobacco trade in Indonesia. As you know, Westfalahallen Dortmund GmbH is organizing Inter-tabac ASIA, the tobacco industry trade fair taking place 27-28 February 2014 in Bali, Indonesia. The trade fair will promote the sale and use of tobacco in emerging markets like Indonesia where there are very few laws in place to protect the population from the deadly impact of the tobacco epidemic.

As the sole owner of Westfalahallen Dortmund GmbH, the City of Dortmund bears responsibility for the use of its name and reputation to promote a product that kills nearly 6 million people throughout the world every year, according to the World Health Organization. By supporting Inter-tabac ASIA, the City of Dortmund is effectively supporting the tobacco industry in its effort to exploit the market in Indonesia, a country that lacks strong tobacco control regulations and that has the highest male smoking rate in the world. Smoking is also an increasing problem among Indonesian youth: more than three-quarters of Indonesian smokers started before the age of 19, and one-third of students report trying their first cigarette before the age of 10. Tobacco use kills at least 200,000 Indonesians each year.

We also wish to inform you that there is ample evidence that tobacco products are manufactured in Indonesia and other tobacco producing countries by using child labour. Young children are often forced to miss school in order to work in tobacco fields, warehouses or factories. The City of Dortmund proudly calls itself a "fair trade city" and in 2009 the municipal council decided to stop procuring commodities produced with abusive child labour. Yet, the same city promotes the trade of tobacco, helping an industry that heavily relies on child labour for its profits.

We join other public health organizations in urging you to:

- Stop the February 27-28 Inter-tabac ASIA trade fair in Indonesia.
- Make sure that Westfalahallen Dortmund GmbH does not organize tobacco trade

fairs in Indonesia, at home in Dortmund, or any other country in future.

- Dissociate the City of Dortmund and Westfalahallen Dortmund GmbH from the tobacco industry. Put public health over profits, not only in Dortmund, but in other countries influenced by your activities.

Sincerely,

A handwritten signature in black ink that reads "Mark Hurley". The signature is written in a cursive style with a long, sweeping tail on the letter "y".

Mark Hurley  
Director, Indonesia Programs  
Campaign for Tobacco-Free Kids