



The Roles and Responsibilities of the UK's Independent Vaping Sector

This session will provide an industry perspective on why a vibrant and competitive non tobacco owned independent vaping sector is important to consumers and ultimately public health. The independent UK vaping industry is one of the most established in the world and a primary vehicle in the UK's successes to date in supporting smokers' transition. This success is despite the regulatory uncertainty and often conflicting information surrounding vaping products. This session will present the argument that working together with relevant regulatory bodies and wider stakeholders, a suitably regulated and responsible independent industry base is vital if the full transformational potential of vaping is to be delivered



The Roles and Responsibilities of the UK's Independent Vaping Sector

- **The UK vaping sector – its features and development to date**
- **Distinctions between ‘Independent’ and ‘Tobacco’ vaping businesses**
- **The environment in which we operate and our customers**
- **Regulation – the objectives and responsibilities**



The UK vaping sector – its features and development to date

- **Bucking a trend – the journey from ecommerce to ‘Bricks and Mortar’**
- **Rapid development of dedicated vaping stores from 2013**
- **Growing franchises and national branded chains**
- **The distinctions: Vendors, Manufacturers, Distributors**
- **Product source and considerations**



Distinctions between 'Independent' and 'Tobacco' vaping businesses

- **IBVTA is independent from large multinational tobacco interests**
- **Selling vaping products does not align the sector to a universal definition**
- **Representation for businesses that share common risks, challenges and objectives**
- **Independent young businesses can operate with ambitions beyond simply 'making money'**
- **Why is small often mistrusted and large lauded?**



The environment in which we operate and our customers

- **MLX 364 to TRPR – 6 years of uncertainty**
- **The power of a personal ‘ex-smoker’s’ achievement wins the day!**
- **Commercial success can be and is aligned to smoking cessation success**
- **Good business can and needs to be trusted**



Regulation – the objectives and responsibilities

- **What we needed:**
 - Regulation that controlled the limited risk, enabled awareness, was unifying across EU countries and was practically applied and enforced.
- **What we got:**
 - Regulation that over-emphasised the risk, disabled communication, has generated 28 independent regulatory environments and is practicably unenforceable.
- **What does UK society need and want – are we now at a time when the amazing potential is once and for all enabled? If so then an independent industry base must be enabled.**



Independent British
Vape Trade Association

Regulation – the objectives and responsibilities

Thank You