



World No Tobacco Day 2015 ***International Tobacco Smugglers Inc***

Voiceover

The trade in illegal tobacco is flourishing around the world.

And it's costing us all dearly.

Despite this, very few of us understand its true scale or the impact it has on society

Often non-smokers think the issue has no relevance for them...

...while many others see it as a victimless, low-level crime...

...committed by people like that seemingly friendly man Dave who just sells cheap cigarettes at the local market.

But is Dave really the nice guy we think he is?

He never asks for ID and sells his cheap cigarettes at prices that kids can afford.

And the illegal trade of tobacco is not the only criminal activity he's involved in.

More importantly he's the front man for something much, much bigger.

High excise and poorly thought out tobacco control measures in some countries are fuelling the growth of this illegal industry.

Each year illegal tobacco makes enough money to make it the third largest international tobacco company...

...and it's run by highly organized and structured networks of criminals.

Criminals like Luke, the man who supplies Dave.

Luke moves illegal tobacco around the country, using his network of contacts to distribute it in the same way he does with other illegal items, such as drugs and weapons.

Luke is in turn supplied by Dimitri.

Dimitri transports illegal tobacco from one country to another, using a legitimate business as a cover...

...and doing whatever it takes, including bribing officials.

Like Luke and Dave, he's mixed up with other criminal activities too.

You may wonder where these illegal tobacco products come from in the first place.

They may be counterfeit versions of legitimate brands, or could be 'illicit white' cigarettes – locally produced brands that are made to be smuggled for sale without payment of tax.

Both can come from a legitimate factory, like the one run by Khalid...
...who's willing to also manufacture unregulated tobacco products that he knows are going to be
smuggled.

Products can be produced in unsavoury conditions by poorly paid workers and can contain some
unpleasant extras.

But who's behind it all? Who's pulling all the strings and making all the money?
The answer is someone with both wealth and influence. That well-known local businessman who
runs a number of legitimate companies and who is politically connected too.

He's the head of a growing and highly structured organisation that makes huge profits...

...one that pays no excise or corporation tax...

...one that makes no contribution to society...

and funds a whole host of damaging illegal activities.

We all can play a role in tackling the illegal tobacco trade.

On World No Tobacco Day 2015, arm yourselves with the facts about illegal tobacco.

**For more information please visit
www.bat.com**

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