

# Brunei Darussalam

## Tobacco Control Policies

Brunei Darussalam became a Party to the WHO Framework Convention on Tobacco Control on February 27, 2005.

**Smoke Free Places:** Smoking is prohibited in virtually all enclosed public places and workplaces, on sidewalks near business premises and within a six-meter radius of smoke free buildings. However, hotel guest rooms are not required to be smoke free. Smoking is also prohibited on all means of public transport except on trains and watercraft. Outdoor areas of "government premises" and "office premises" are also smoke free.

**Tobacco Advertising, Promotion and Sponsorship:** Most forms of advertising, promotion and sponsorship of tobacco products are prohibited, except for tobacco advertising in some foreign publications and point of sale product display. Although tobacco sponsorship is not completely prohibited, publicity of the sponsorship is prohibited.

**Tobacco Packaging and Labeling:** Rotating combined picture and text health warnings must occupy 75 percent of the two principal display areas of tobacco product packages. The warning must be printed in English on one surface and Malay on the other surface.

**Tobacco Taxation and Prices:** The World Health Organization recommends raising tobacco excise taxes so that they account for at least 70 percent of retail prices. Tobacco excise taxes in Brunei are below these recommendations.

SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN			
Health-care facilities	Yes	Private offices	Yes
Primary and secondary schools	Yes	Public transport	No
Universities	Yes	Restaurants	Yes
Governmental facilities	Yes	Bars and Pubs	--
Can subnational jurisdictions enact more stringent smoking restrictions?			
BANS ON TOBACCO ADVERTISING, PROMOTION, AND SPONSORSHIP			
Domestic TV and radio	Yes	Promotional discounts	No
Domestic magazines and newspapers	Yes	Non-tobacco products or services with tobacco brand names	Yes
Outdoor advertising	Yes	Tobacco products with non-tobacco brand names	Yes
Outdoor advertising (e.g., billboards, posters)	Yes	Paid placement in media	Yes
Retail product display	No	Financial sponsorship, including corporate social responsibility	Yes
Internet advertising	Yes	Publicity of sponsorships	Yes
Free distribution	Yes		
HEALTH WARNINGS ON SMOKED TOBACCO PRODUCTS			
Text warnings describe health impacts	Yes	Number of published warnings at any given time	7
Warnings include a picture or graphic	Yes	Warnings required to rotate	Required
% of principal display areas covered (front and back)	75%	Warnings are written in the principal language(s)	Yes
Front	75%	Ban on misleading packaging and labeling	Yes
Back	75%	Health warnings on smokeless tobacco products	Yes
TOBACCO TAXATION AND PRICE			
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES		TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)	
In country currency	8.10 BND	Total taxes	62%
In US dollars	6.52 USD	Total excise	62%

Sources:

SF, APS, PL: Campaign for Tobacco-Free Kids Legal Website. Available at: [www.tobaccocontrolaws.org](http://www.tobaccocontrolaws.org)

Tax: WHO Report on the Global Tobacco Epidemic, 2015. Available at: [www.who.int/publications/i/item/9789241509121](http://www.who.int/publications/i/item/9789241509121). (Note: Updated tax information from Brunei Darussalam was not included in subsequent WHO reports.)

Last updated: February 26, 2020