

# Constraining Government Regulatory Authority: Tobacco Industry Trade Threats and Tobacco Plain Packaging

## ASPIRE 2025

### AUCKLAND SEMINAR

Wednesday 10 June 2015

Action on Smoking and Health (ASH)  
6 Mitchelson Street,  
Ellerslie.

**ASPIRE2025**, together with our partners ASH and Tala Pasifika, invite you to this seminar with Eric Crosbie from the University of California, Santa Cruz. Hear how transnational tobacco companies are using trade agreements to constrain government regulatory authority.

**Register now for this crucial update.**

Background: Australia introduced standardised packaging for tobacco in 2012. The New Zealand government has also introduced a bill for plain packaging, however transnational tobacco companies are using international trade agreements to legally challenge Australia's policy and threaten the plain packaging proposal in New Zealand. Trade challenges are particularly concerning for public health as provisions in trade agreements allow corporations to shift decision-making authority away from government regulatory bodies, which allow public discussion and debate, into trade tribunals that are more business friendly and conducted privately.

Research to date has primarily focused on *identifying* trade challenges instead of analysing their *political* implications. However, this seminar will examine how governments respond to tobacco industry trade threats when proposing progressive health warning label policies.

### Keynote Address: Eric Crosbie

Eric Crosbie is a PhD candidate in the Politics Department at the University of California, Santa Cruz.

Eric earned his Masters Degree in International Relations studying regional trade integration in South America. He worked under Stan Glantz at the Centre for Tobacco Control Research and Education at the University of California, San Francisco researching and publishing studies on tobacco control policy making in Latin America and international trade. His recent publications on trade agreements and tobacco control served as a springboard for his dissertation project, which examines how tobacco companies use trade agreements to constrain government regulatory authority. His project is a comparative analysis that examines cigarette package health labels, including the pending proposal for standardized packaging in NZ. Eric has also participated in sessions with trade representatives during trade negotiations for the Trans-Pacific Partnership Agreement.



### Seminar Schedule

- 10.00am Coffee & registration
- 10.15am Welcome
- 10.20am Keynote address
- 11.15am Questions & discussion

**There is no cost to attend this seminar, but registration is required.**

**To register, please email:**  
[info@talapasifika.org.nz](mailto:info@talapasifika.org.nz)

Registration is not open to individuals who have any current or previous affiliations with any tobacco company.

## ASPIRE2025

is a national collaboration of leading New Zealand tobacco control researchers with experts from the University of Otago, Massey University, AUT, Tala Pasifika and Whakauae Research for Māori Health and Development.



[www.aspire2025.org.nz](http://www.aspire2025.org.nz)