

Law of Georgia

Regarding making amendments to the law of Georgia “On Advertisement”

Article 1. The following amendments to be incorporated to the law of Georgia “on advertisement” (Parliament regulations N11-12, 14.03.1998, p.15):

1. Item No.8 of article No.8 to be established based on the following edition:

“8. Spreading the advertisements on tobacco products (except of those through radio and TV) should be accompanied by warning about smoking-related harm, and its text, computer print and size should be established by Ministry of labor, health and Social Defense of Georgia. Such information should be filling at least 20% of the entire advertisement size”.

2. Article No. 13 to be established based on the following edition:

„Article No. 13. Sponsorship

Based on this law, sponsorship means getting individual and legal persons to contribute to the activities of other individual and legal persons (through funds, property, outcomes of intellectual activities, service provision and provided services, work implementation) in case the advertisement of the product made by sponsor is spread.

Sponsorship donation is considered as the advertisement cost, and the sponsor and the sponsored, correspondingly as the advertisement customer and the one who spreads the advertisement. The sponsor isn't entitled to get involved into the activity of the advertisement maker and of the person who spreads the advertisement. Those persons aren't entitled to be sponsors, whose production or activity sharing is banned with the law. The direct/indirect sponsorship i.e. through other legal or individual persons by tobacco manufacturers, importers and sellers is prohibited”.

Article No.2

Ministry of Labor, Health and Social defense of Georgia to confirm the warning placed on the tobacco advertisement about tobacco smoking-related harm within 2 months after publishing the law”.

Article No.3

1. This law, apart of first item of the first article to come to the force as soon as it's published.

2. The first item of the first article of the law to come to the force within 2 months after the warning placed on the tobacco advertisement about smoking-related harm is confirmed by the Ministry of Labor, health and Social Defense of Georgia

President of Georgia

Mikheil Saakashvili

Tbilisi

2008, 30 December.

N942 – RS