

Zim plans levy on tobacco, beer advertising

By [Dumisani Ndlela](#)

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Zimbabwe's health authorities are pushing for the introduction of levies on alcohol and tobacco advertisements as a punitive measure against consumption, a move likely to face resistance from manufacturers.

Health and Child Welfare Minister Henry Madzorere said the levies would be used to purchase equipment to help in the treatment and detection of tobacco-related cancers as well as alcohol-induced illnesses like damage to the liver.

Insisting that government had to "control the advertisement of beer and cigarettes", Madzorere said they were proposing further measures to the health warnings on cigarette packages and advertising to emphasise the threat posed by smoking.

Faces stiff resistance

He said they wanted images of damaged lungs on tobacco adverts to accompany the traditional "smoking may be hazardous to your health" messages.

The proposal is likely to face stiff resistance from beer and cigarette manufacturers, whose products are already reeling from punitive tax levels also aimed at curbing consumption.

Joe Mutizwa, the CEO of SABMiller's associate firm, Delta Corporation, said last year that the beer market had the potential to grow consumption between 15 to 20 years, as the per capita consumption levels in Zimbabwe are still very low.

ABOUT DUMISANI NDLELA

Dumisani Ndlela is a Zimbabwean journalist specialising in business and financial reporting, with experience reporting on commodities, stock and financial markets, advertising, marketing and the media. He has previously reported from a number of regional countries as well as from the UK and Germany on commodities and regional integration. He can be contacted on dndlela@yahoo.co.uk.

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