

Commissioner Olivér Várhelyi  
European Commission  
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Brussels on 27 May 2025

**Subject: Request of information on the 'Implementation Dialogues'**

Dear Commissioner Varhelyi,

On behalf of the Tobacco Europe<sup>1</sup> members – British American Tobacco, Japan Tobacco International and Imperial Brands – I am reaching out to you with a view to getting some clarity on your plans over the 'Implementation Dialogues' that you have been tasked to organise by President von der Leyen. Your mission letter refers to the organisation of *"at least two Implementation Dialogues per year with stakeholders to align implementation with realities on the ground"* and the preparation of *"an Annual Progress Report on Enforcement and Implementation for your respective Parliamentary committees and Council formations"*.

Tobacco Europe and its members would like to further understand how you plan to proceed with these Implementation Dialogues.

The framework for tobacco control is a significant part of your responsibilities. In line with the EU's commitment to fairness, transparency, and balanced policymaking, we believe that our industry should also be offered the opportunity to express its voice. In light of the ongoing evaluation of the Tobacco Products Directive and the Tobacco Advertising Directive, an Implementation Dialogue for the framework for tobacco control linked to the evaluation would be very pertinent.

We raise this matter with you since we do have some concerns regarding the implementation and enforcement of existing regulations across the EU. We would like to invite you to reflect in concrete terms on the "realities on the ground" and discuss how the current tobacco control legislative framework has been performing in terms of implementation of rules for electronic cigarettes (as regulated by Directive 2014/40/EU (TPD2), and in terms of gaps in enforcement

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<sup>1</sup> Tobacco Europe is the European umbrella organisation representing three of the four largest tobacco and new nicotine products manufacturers. Our mission is to support responsible EU policymaking, in advancing balanced and science-based regulation for tobacco and new nicotine products.

that are occurring at the level of Member States. As a reminder, the mission letter invites the Commission as a whole to *"listen to all companies and stakeholders who work on a daily basis to comply with EU legislation"*.

We would like to thank you in advance for considering our request and are looking forward to hearing from you at your best convenience.

Yours Sincerely,

A handwritten signature in blue ink, appearing to read 'Darge', with a long horizontal stroke extending to the right.

Nathalie Darge  
Secretary General of Tobacco Europe