
General Corporate Commercial

Determination of Formalities, Procedures, and Rules on the Management of Advertisement of Alcoholic Products

Introduction

On 23 July 2024, the Ministry of Information ("**MOINF**") issued Prakas No. 084 on Determination of Formalities, Procedures, and Rules on the Management of Advertisement of Alcoholic Products ("**Prakas**"). The Prakas aims to maintain public order, promote welfare, minimise the impact on the economy and good tradition, and stimulate fair competition. The Prakas applies to any advertisement of alcoholic products that contains more than 3% ethanol in volume in all types, forms, and means of advertisement, including digital means. The Prakas is in effect from its date of issue.

Key Features

In this Update, we highlight the key features of the Prakas as follows:

I. Requirements

Advertisement of any alcoholic products requires a permit from the Alcoholic Product Advertising Management Working Group ("**Authority**"), which is a joint ministerial working group led by MOINF.

Any persons or entities wishing to advertise alcoholic products shall apply for a permit either through an online system or directly at the 'one window service' of the secretariat of the Authority which is located at MOINF and adhere to the principles as stipulated in Prakas.

Individuals such as 'Key Opinion Leaders' and entities that have been advertising and/or providing alcoholic products advertisement services in any form shall request the permit from the Authority within three months starting from 23 July 2024. Moreover, unregistered agency companies that advertise alcoholic products shall register their business within three months starting from 23 July 2024.

II. Timeline

The secretariat of the Authority shall issue a permit on the advertisement of alcoholic products within seven working days after receiving and examining the complete required information and supporting documents. The permit will be issued electronically and can be printed out for use.

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Following the approval of the application, the local authority shall cooperate in the issuance of a permit on the location for the display of billboards, posters, and various stage events in accordance with the laws and regulations.

III. Prohibitions

Advertisement of alcoholic products requires adherence to the following principles:

- 1) Advertisement of alcoholic products must avoid exaggerated claims and tempting imagery, such as using alcohol to suggest enhanced sexual abilities or attraction, which could imply or promote sexual relationships.
- 2) Advertisement and promotion of alcoholic products must not encourage audiences to consume alcoholic beverages on stage at events.
- 3) Masters of ceremonies must not describe or present advertising activities or promote the sale of alcoholic products by promoting or encouraging the consumption of alcohol on stage at events.
- 4) Advertising and/or promoting alcoholic products targeting minors and/or using minors to advertise alcoholic products is prohibited.
- 5) Advertising and/or promoting the sale of alcoholic products is prohibited from 18:00 to 20:00 on all kinds of TV and radio stations, except for advertising or promoting the sale of alcoholic products by only displaying the logo or product name, or mentioning the name of alcoholic products.
- 6) Advertisement of all kinds of alcoholic products in all forms and means of communication must not be made within 200 meters from the perimeter of educational institutions, health institutions, religious institutions, cultural and historical resorts, and international airports.
- 7) Advertisement of alcoholic products must avoid the use of violent, obscene or explicit images that could affect the culture, traditions, reputation and dignity of Cambodian women.
- 8) Advertisement of alcohol products in all forms and means must contain educational messages (i.e. "If you drink, please do not drive" or "Drink responsibly") that can be read or seen clearly of at least 1/4 of the size of the advertisement.
- 9) Use of any objects, identities, logos, marks, games, equipment, styles, images, colours, melody and characters (whether real or fictional, including cartoons or celebrities, etc.) for the purpose of attracting minors to consume alcohol is prohibited.

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- 10) Display of alcohol consumption before or while driving a car or vehicle of any kind is prohibited.
- 11) Portrayal of alcohol consumption as a necessary condition for social acceptance, success or national pride is prohibited.
- 12) Any references to alcohol consumption by pregnant or breastfeeding women, or any suggestion that an alcoholic brand offers health benefits or nutritional treatment, whether mental or physical, is prohibited.
- 13) Advertisements must not indicate that the consumption of alcohol or certain brands of alcohol can help prevent or cure any diseases or conditions (unless otherwise permitted by law).
- 14) Advertisements must show respect for individuals who abstain from alcohol consumption, including those from religious or cultural backgrounds, patients, pregnant women and others.
- 15) Advertisements for alcoholic beverages in electronic, digital, or social media formats should include a warning message prohibiting access by minors and ensure that the content is not targeted at minors.
- 16) Advertising alcoholic products that do not comply with the laws and regulations in force is strictly forbidden.

IV. Penalty

Failure to adhere to these obligations may result in legal action in accordance with relevant laws.

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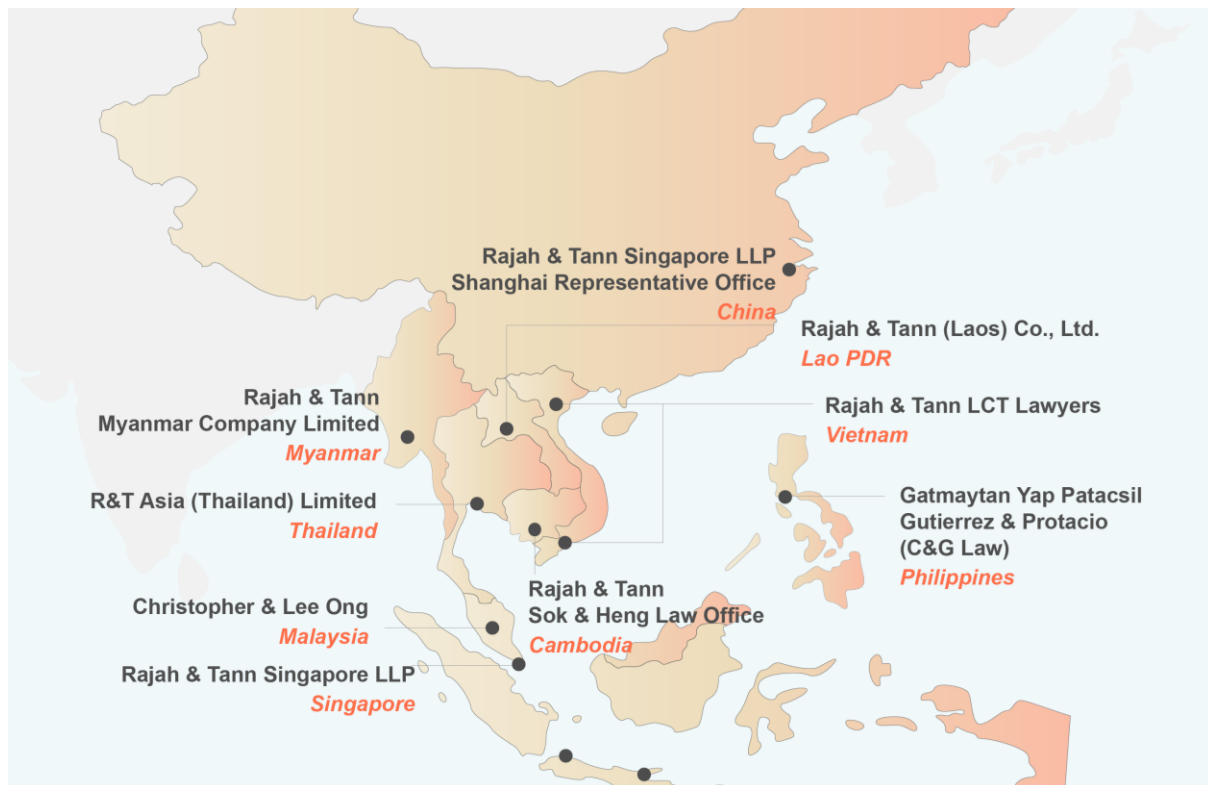
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