

## **Scientific Report**

### **Direct and Indirect Tobacco Advertisement, Sponsorship and Promotion in Four Cities of China**

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## **1. Background**

Tobacco advertisement, promotion and sponsorship are the leading means that the tobacco industry uses to compete for market share and increase demand for and consumption of its products. As research indicates, tobacco advertising, promotion and sponsorship not only encourage smokers to continue smoking, but also seduce large numbers of non-smokers into the deadly habit, in particular, luring young people and women to start smoking. If one were to compare smoking to a contagious disease, tobacco advertisement, promotion and sponsorship would be the vectors of transmission, which are to be blamed for the increased smoking rate and disease burden. To reduce the health hazards of tobacco use, restricting and even banning the vectors of transmission are crucial. As a result, a comprehensive ban on tobacco advertisement, promotion and sponsorship is regarded as an essential provision in the WHO Framework Convention on Tobacco Control (WHO/FCTC).

On November 10, 2003, the Chinese government officially signed the WHO/FCTC and on August 28, 2005, the 17<sup>th</sup> meeting of the 10<sup>th</sup> People's Congress's Standing Committee considered and approved the Convention, making China the 89<sup>th</sup> country to ratify it. The Convention has provided a legal framework for global control of the harms of tobacco, and collective protection of the health of all human beings. The Chinese government has always supported tobacco control measures of the international community, and the National People's Congress Standing Committee (NPCSC) and the State Administration for Industry and Commerce (SAIC) of China have adopted a number of laws and regulations on the restriction and/or banning of tobacco advertisements since the 1990's, which are presented in Table 1.

The WHO/FCTC defines tobacco advertising and promotion as “any form of commercial communication, recommendation or action with the aim, effect or likely effect of promoting a tobacco product or tobacco use either directly or indirectly”, while tobacco sponsorship is defined as “any form of contribution to any event, activity or individual with the aim, effect or likely effect of promoting a tobacco product or tobacco use either directly or indirectly.”

According to the Interim Measures for Administration of Tobacco Advertisement issued by SAIC in 1996, tobacco advertising is defined as advertising communication issued by a tobacco product producer or seller which delivers any information of the name or trademark of a tobacco company, or of the name, logo or packaging of a tobacco product. Moreover, according to “Responses on How to Identify a Tobacco Advertisement” made by SAIC in 1999, an advertisement published by a tobacco producer or seller that has a main image and/or diction identical or similar to those in its previously published tobacco advertisements should be identified as a tobacco advertisement, despite the absence of the name of the company and/or of the product, for it is able to have equal effects as a tobacco advertisement in promoting the tobacco company and the tobacco product directly or indirectly. Currently, there is no definition on sponsorship in existing laws or regulations in China. Additionally, these existing laws and regulations do not make any reference to indirect forms of tobacco advertising.

In February 2003, the Chinese Ministry of Health (MOH), together with SAIC, issued the Circular on Printing and Distributing Measures for Recognition of Cities Free of Tobacco Advertisement in China. In accordance with the circular, the Chinese Tobacco Control Association (CTCA) initiated a campaign through which any city applying to be recognized as free of tobacco advertisements can be awarded the title of Tobacco-Advertisement-Free City if it meets the required criteria. In that regard, besides following the laws and regulations presented in Table 1, these cities also should have banned tobacco advertisements, promotion and sponsorship in all forms in their jurisdictions, such as on streets, squares, airports, bus/rail/train/subway stations, ports and associated public utilities, buildings along traffic routes, or on road signs, neon lights, electronic displays, street lamps, walls, sun shades, or in shop windows. These criteria are mostly consistent with the comprehensive bans defined in the WHO FCTC, except that some indirect tobacco ads are not prohibited, such as promoting tobacco companies or tobacco products by way of cultural communication or by promoting other services provided by tobacco companies. In 2005, MOH and SAIC reviewed all the cities that had applied for the title, among which, 14 small cities have been recognized as free of tobacco advertisements.

Though the Chinese public is becoming increasingly aware of the health hazards of tobacco use, and the laws and regulations to restrict and/or ban tobacco advertisements are continually improving, the tobacco industry, in order to survive and thrive, has been taking advantage of every loophole in the legal system. For instance, in addition to tobacco production, the industry also invests in other businesses such as cultural communication and tourism in order to communicate the names, trademarks and the producing and managing enterprises of tobacco products directly or indirectly. They also sponsor sports events, recreational activities and public utilities to raise their corporations' popularity.

The FCTC provides for a comprehensive ban on tobacco advertisement, promotion and sponsorship in any form. In order to increase the FCTC implementation capacity of China, this study was conducted in four large cities (Beijing, Shanghai, Wuhan and Kunming) to determine whether direct or indirect tobacco advertisements are present, as well as to ascertain public opinions regarding restricting or banning tobacco advertisement, and to collect information about the sponsorship activities of Chinese tobacco companies in recent years, and charitable activities of these companies under the guise of corporate social responsibility. This study report concludes by providing SAIC with relevant recommendations to promote the implementation of the FCTC in China with regard to restricting or banning tobacco advertisements, promotion and sponsorship in China.

## **2. Objectives**

- 2.1. To collect related information on direct and indirect tobacco advertisements by observing streets, airports, bus/rail/subway stations, TV, radio stations, newspapers and magazines, and to collect information on tobacco promotion and sponsorship activities, as well as charitable activities, by searching tobacco industry related websites.
- 2.2. To ascertain whether students and adults in four cities (Beijing, Shanghai, Wuhan and Kunming) have been exposed to tobacco advertising or promotion in the past 6 months.
- 2.3. To determine the level of recognition by students and adults in these four cities of selected indirect tobacco advertisements.
- 2.4. To ascertain the attitudes of adults in these four cities toward a comprehensive ban of tobacco advertising, promotion and sponsorship in China.

2.5 To ask legislators for their opinions on the compatibility of existing tobacco advertising laws and regulations with the provisions of the FCTC, and how existing laws may be strengthened in the future.

### **3. Methods**

The study was launched in the four selected cities of China – Beijing, Shanghai, Kunming and Wuhan – from Jan 2006 to Dec 2006. The study's methods included a review of tobacco company websites on the internet, direct observations, a survey questionnaire administered to students and adults, and interviews with legislators.

#### **3.1 Review of Tobacco Company Websites**

A review of tobacco company websites was performed over a period of one week, from Nov. 20 to Nov. 26, 2006, to collect information from the internet on tobacco promotion and sponsorship activities as well as charitable activities. Websites reviewed included [www.tobaccochina.com](http://www.tobaccochina.com) and some other tobacco company websites, such as [www.hongta.com](http://www.hongta.com), [www.baisha.com](http://www.baisha.com) and so on. The information collected was not exhaustive, but included mainly brief news releases appearing on these websites between 2005 and 2006.

#### **3.2 Observation method**

Direct observations were made over 1—2 weeks between February and April 2006 to collect information on direct and indirect tobacco advertisements specifically to determine if there were any such advertisements on selected streets, waiting rooms of airports, bus, railway and subway stations, and in four media, including TV, radio, newspapers, and magazines. The information was either recorded or photographed, depending on where the information was collected (i.e., print media or electronic media). Each of the streets observed would be classified into streets with tobacco ads if there were any form of tobacco ads or promotion, while the exact number of tobacco ads in the whole street was not recorded. All the selected stations, airports or media were observed and analyzed in the same way.

Streets: At least 10 major streets were selected in each city which were observed from the beginning to the end to find out if there were any direct or indirect tobacco ads or promotion outdoors, in shop windows or on exterior of vehicles.

Waiting rooms of airports and bus/rail/subway stations: At least one railway station, two coach stations and two subway stations (if there is a subway in the city) which are the busiest in the city were selected to find out if there were any form of tobacco ads or promotions in their waiting rooms (including on billboards and in supermarkets in the station) or on tickets sold there. There is only one civilian airport in each city, and these were observed to collect similar information as was collected in bus/rail/subway stations.

TVs and radios: At least one all-around channel, one sports channel and one entertainment channel on TV and radio, which were the most popular in each city, were watched or listened to respectively at different times of the day with an accumulative total of 24 hours, to see and record whether there were any form of tobacco ads or promotions between February and May 2006.

Newspapers and magazines: In each city, at least five of the most popular newspapers and 10 of the most popular magazines were selected to read to determine if there was any form of tobacco ads or promotions appearing between January and June 2005.

### **3.3 Population Survey**

Surveys were conducted over a period of 3 months, between Feb and May 2006 with two population sub-groups:

Survey of students: In each city, approximately 1,000 students from ten educational institutions (two from each of these five types: primary, junior, high, and technical schools and university), that is, approximately 100 students from two to four classes in each institution were surveyed using an anonymous questionnaire. In the questionnaire, the students were first shown eight pictures of various types of advertisements (including three ads from the Chinese manufacturers of three cigarette brands: Baisha, Zhonghua, Hongtashan, and five other

non-tobacco ads). The students were then asked to identify the type of advertisement that each picture represents by making a choice from a series of options, specifically: alcohol, drink, tobacco, dress, fast-food, auto, cultural products or other. They were also asked whether they have been exposed to direct or indirect tobacco ads or tobacco promotions during the past 6 months. The questionnaires were completed independently by the participants and it took them about 20 minutes to finish a questionnaire.

Survey of adults: In each city, approximately 200 adult inhabitants (about half of whom were aged 18 to 40 years and half were over 40 years of age) were intercepted in streets and asked to answer a questionnaire anonymously in about 20 minutes. The questionnaire asked mainly about their own smoking status, their exposure to tobacco advertisements and promotions during the past 6 months, and their attitudes towards a comprehensive ban on tobacco advertising, promotion and sponsorship. They were also shown the same eight pictures as in the questionnaire for students, and were asked to identify the advertisements.

### **3.4 Interview with policy-maker**

One officer who was in charge of making policies related to tobacco advertisement at the State Administration for Industry and Commerce was interviewed in August 2006. Information was obtained regarding the expected corresponding changes in the policies on tobacco advertisement after the FCTC enters into force.

## **4 Data analysis**

All the collected quantitative data were cleaned and then analyzed with SPSS 13.0.

## **5. Results**

### **5.1 Corporate social responsibility, sponsorship activities and indirect promotions by the Chinese tobacco industry: 2005-2006**

Information on the charitable activities of the Chinese tobacco companies, as well as promotion and sponsorship activities was collected from [www.tobaccochina.com](http://www.tobaccochina.com) and some other tobacco company websites. The information collected included mostly corporate social

responsibility (CSR) activities, charity education assistance, donations to the Hope Project, and sports, recreational activity and tour sponsorships, and cases where the industry advertised indirectly via cultural communication. See Appendix 1.

## **5.2 Results of observations of direct and indirect tobacco advertisements in four cities**

The numbers of the observed TV and radio stations, newspapers, magazines, streets, airports and stations (including railway stations, long distance bus stations, urban bus stations, and subways stations), and the numbers of places and media where tobacco advertisements and sponsorship activities were observed are provided in Table 2.

### **5.2.1 Tobacco Advertisements and Sponsorships in four types of media**

TV and Radio: None of the six TV stations or the six radio stations observed in Kunming were found to advertise tobacco products or to broadcast programs sponsored by the tobacco industry. But programs sponsored by the tobacco industry were found to be broadcast on TV and radio in the other observed cities: on two of the six TV stations and one of the six radio stations in Wuhan city; on two of the five TV stations in Beijing; and on one of the three TV stations in Shanghai. In all, 25% (5/20) of the TV stations and 6.25% (1/16) of the radio stations observed in the four cities were found to have broadcast tobacco sponsorship activities, but none of them had broadcast direct or indirect tobacco advertisements.

Newspapers and Magazines: All the tobacco advertisements found in the observed newspapers and magazines were indirect and they appeared in all the observed newspapers and magazines in Beijing and in 40% of those in Kunming. In the four cities combined, 55% (11/20) of the observed newspapers and nearly 40% (15/40) of the observed magazines ran indirect tobacco advertisements.

### **5.2.2 Outdoor tobacco advertisements**

A total of 46 major streets were observed in the four cities combined, of which 73.9% (34 streets) had tobacco billboards in various forms. With regard to the findings in each individual city, nine of the 16 observed streets (56.25%) in Beijing, 7 of 10 streets (70%) in Shanghai, 8 of 10 streets (80%) in Kunming, and all ten streets in Wuhan (100%) were found with tobacco ads. (Table 2)



### **5.2.3 Tobacco advertisements in waiting rooms**

Each of the four cities has one civilian airport. All were found to run tobacco advertisements except Shanghai Airport. The waiting rooms of 26 bus/rail/subway stations were observed in the four cities, and 46% (12 waiting rooms) had tobacco ads. All the five observed waiting rooms in Kunming were found with tobacco billboards. (Table2)

## **5.3 Results of population surveys**

### **5.3.1 Basic information**

A total of 4036 students were surveyed (1903 males, 47.2%; 2133 females, 52.8%). In Beijing, Shanghai, Wuhan and Kunming, 901 (418 males, 483 females), 996 (443 males, 553 females), 1055 (512 males, 543 females), and 1084 students (530 males, 554 females) were surveyed, respectively. Except in Beijing where only 99 primary school students were surveyed, 200 students from the each of the five types of schools were surveyed in the cities, as required by the study design (Table 3).

In the interception study of adults in the four cities, a total of 834 individuals were surveyed (470 males, 56.4%, and 364 females, 43.6%), of whom 35.8% were smokers (having smoked 100 cigarettes continually or accumulatively) (Table 4).

### **5.3.2 Awareness of tobacco advertisements**

Baisha is a famous cigarette brand in China, and the Baisha Group is a business entity operating in a diversity of industries across regional boundaries. The Group runs businesses such as cigarette manufacturing, cultural communication and printing. Its core corporation, the Changsha Cigarette Factory, which is the producer of the Baisha cigarettes, was started in 1947. For years the Baisha Group has made widespread efforts to publicize the brand under the name of cultural communication.

For our survey, we chose one of their advertisements, ‘crane dancing over white sand, my heart rising high’, which is frequently seen on the streets of many cities in China, including in the four cities surveyed. According to the Baisha Group, this advertisement is for the publicity of the Baisha Cultural Communication Group and is not a tobacco advertisement. The results indicated that 30.6% of the surveyed students identified this advertisement as cultural communication, while 33.6% of students identified it as a tobacco ad. Moreover, one half of those students from

Beijing and Wuhan identified the Baisha advertisement as a tobacco ad rather than a cultural advertisement. More males than females recognized it as a tobacco ad, and recognition rose with age (16.8% among primary school students, 27.9% among junior high school students, 33.7% among senior highs, 47.3% among students from vocational secondary schools, 40.2% among university students). Of the surveyed adults, only 15.0% identified the Baisha advertisement as cultural communication, while 57.1% identified it as a tobacco ad. The rate of identifying it as a tobacco ad was more common among smokers than non-smokers and more common among males than females. Of the four surveyed cities, Wuhan is geographically the nearest to the Baisha Group, which is located in Changsha city of Hunan province. In Wuhan, 81.8% of adults who were surveyed identified the advertisement as a tobacco ad. (Tables 5 and 5.1)

The cigarettes bearing the brand of Zhonghua (literally meaning China) are regarded as the national cigarettes, which are made in Shanghai. The brand's name, Zhonghua, the same as the abbreviated name of the People's Republic of China, is well-known to all Chinese. In our study, the patriotic-sounding advertisement phrase, Loving Our Zhonghua, with exactly the same meaning as Loving Our China, was found even on the busiest Nanjing Road of Shanghai. Of the surveyed students in Shanghai, 68% identified the advertisement as a tobacco ad, while 14-24% of the surveyed students in the other cities did so. The percentage of all students surveyed identifying this ad as either a tobacco ad or as cultural communication was 30.6% and 60% respectively. Similar to the students, 83% of the surveyed adults in Shanghai identified this advertisement as a tobacco ad while the rates in the other cities were about half of the Shanghai rate. The awareness rates among males, females, smokers and non-smokers are similar. The percentage of all the adults surveyed identifying this ad as either a tobacco ad or as cultural communication was 48.8% and 39.6% respectively. (Tables 5 and 5.1)

The brand Hongtashan has topped all the tobacco brands in China for seven successive years. It is known as the No. 1 brand in China. The product is made in Yunnan province. As public awareness of the health hazards of tobacco use continued to rise, the Hongtashan Group started a Hongtashan Mountain-Climbers' Association, which the Group exploits for indirect brand communication.

In our survey, we selected one of the Association's advertisements, which fails to be classified as a tobacco ad according to the existing tobacco advertisement administrative codes, and which, as a result, is often seen in print advertisements in the cities.

Of the surveyed students, 70.4% identified the Hongtashan Climber advertisement as a tobacco ad. The Hongtashan products are produced in Yunnan province, and in the provincial capital Kunming, 85.4% of the students and 91% of the adults identified the advertisement as promoting the Hongtashan cigarettes. The rate of people identifying the advertisement as a tobacco ad rose with age. Among university students, nearly 90% identified the advertisement as a tobacco ad. Although the company changed the main body of the advertisement to avoid violating China's existing legal requirements, as evidenced by this study most of the people still consider the advertisement as a tobacco ad, and only 2.0% of the surveyed students and 2.8% of the surveyed adults considered it as cultural communication. (Tables 5 and 5.1)

### **5.3.3 Exposure to tobacco advertisement and promotion during previous six months**

According to the results shown in Table 6, 51% of the students and 53% of the adults indicated that they had been exposed to advertisements in various forms that they deemed as tobacco ads. The exposure rates were higher among male adults than among female adults, higher among smokers than non-smokers and higher among junior school, high school and vocational school students. As shown in Table 7, in most instances, more students than adults reported being exposed to various forms of tobacco advertising and promotion and 71% of students and adults reported being exposed to tobacco ads through outdoor billboards. This is the result of the absence of a ban on outdoor tobacco advertisements in the existing Advertisement Law. 73% of the students, along with 51% of the adults, indicated that they had seen or heard tobacco advertisements or promotions in movies or on TV or the radio in the previous six months. The rates of exposure to tobacco ads in entertainment establishments or on the Internet were also considerable (Table 7).

### **5.3.4 Adults' attitudes towards a comprehensive ban on tobacco advertisements, sponsorships and promotions**

Among the 834 adults surveyed in the interception study, about 40% of both males and females agreed with the need for a comprehensive ban on tobacco advertising, sponsorship and

promotion. More men (37.4%) than women (30.2%) disagreed, and the difference was significant. The remaining 26% of respondents had no opinion. Among smokers and non-smokers, 37.5% and 42.1% respectively, agreed with the need for a comprehensive ban and the trend was significantly greater among non-smokers to support a comprehensive ban. (Table 8).

#### **5.4 Interview Findings**

An interview was conducted with one policy-maker at the State Administration for Industry and Commerce. The interviewed official expressed that although the WHO/FCTC has entered into force in China officially, there is still a gap between the existing policies related to tobacco advertisement administration and the FCTC requirements. The FCTC calls for a comprehensive ban on tobacco advertising, promotion and sponsorship. But in China, only direct tobacco advertisements in some places and in some media are banned. This official further indicated that the state is developing relevant laws and plans to further the administration over tobacco advertisements, and actual modification efforts are in process. It is expected that some administrative codes will be issued regarding indirect tobacco advertisements.

### **6. Discussion**

**6.1** As the health hazards of tobacco use become more widely understood in China, restrictions on tobacco advertising are deepening and spreading. In an effort to change the growing perception of the tobacco industry as harmful to society and humanity, the industry started to promote itself as socially responsible and concerned about public welfare. Through this strategy, the industry may, on the one hand, continue to advertise its products and corporations indirectly and, on the other hand, change its image as a harm-maker to society to some extent. For full implementation of the FCTC with regard to banning tobacco advertisements, sponsorships and promotion activities in all forms, it is recommended that administrative authorities in China give serious consideration to whether tobacco companies are actively pursuing corporate social responsibility as a strategy to circumvent tobacco advertising restrictions.

**6.2** While it is explicitly provided in all the Chinese laws and regulations on the administration of tobacco advertisement that the four types of media, namely TV, radio, newspapers and magazines, shall not publish direct tobacco advertisements, a number of direct tobacco

advertisements were observed in streets, airports, and express ways. The current national law should be strengthened to ban direct tobacco advertisements everywhere.

**6.3** Even though direct tobacco advertisements were not found on TV, radio, newspapers or magazines, indirect advertisements were found. On one hand, this might be attributed to the inadequate enforcement of the legal and regulatory provisions by the relevant authorities or the failure to deliver punishments that are severe enough. This might encourage the tobacco companies to risk violating the laws and regulations after having measured the benefits and consequences of such violations. On the other hand, the industry has been playing with loopholes in the laws, such as the provision that products and programs other than a tobacco product but under the tobacco trademark shall be publicized in a distinguishable manner. This, however, is an approach that is hard to determine because totally different conclusions over the same advertisement may be given by those who have never touched a tobacco product and by those who are familiar with the tobacco trademarks.

The Interim Measures for Administration of Tobacco Advertisement prohibit the display of tobacco advertisements in various waiting rooms and other public places, and require the approval by advertisement supervision and administration authorities or the authorized agencies at the provincial level for the publication of tobacco advertisements in the media or occasions other than those prohibited by the state. However, indirect tobacco ads are not strictly banned. In particular, the regulation of outdoor tobacco billboards is loose. As a result, indirect tobacco advertisements frequently appear in waiting rooms and on outdoor billboards.

**6.4** Despite the tobacco companies' assertion that 'mountain-climbing and cultural communication' are not tobacco ads, a large percentage of students and adults, especially those living in the tobacco production cities, considered them to be tobacco advertisements, as the survey results indicate, and in effect they publicize tobacco products. Therefore, we suggest that special attention should be paid to eliminating indirect tobacco advertisements when modifying the advertisement administration regulations.

## **7. Conclusions**

**7.1** Gaps exist between China's tobacco administration measures and the FCTC implementation requirements. Outdoor tobacco advertisements are common. A number of promotional activities were carried out across the country between 2005 and 2006. Indirect tobacco advertisements have been found on newspapers and TV.

**7.2** A large proportion of the students and adults in all the four surveyed cities considered the so-called "cultural communications" of the Chinese tobacco companies to be tobacco ads. This awareness was particularly high in those cities where the cigarettes are produced. These advertisements should therefore be considered as a form of indirect tobacco advertising and steps should be taken by authorities to disallow these advertisements.

**7.3** Exposure to tobacco advertisement of the students and adults is high in the four cities. People are exposed to outdoor advertisements, advertisements on TV, radio, movies, in entertainment establishments, and on the Internet. Immediate steps should be taken by administrative authorities to eliminate tobacco advertising on billboards and to eliminate all forms of indirect or direct tobacco advertising and sponsorship activities in the media.

**7.4** The state needs to further improve the measures to administer the tobacco advertisements, make judgments to identify indirect tobacco advertisements and include a definition of what constitutes a direct or indirect tobacco advertisement in existing laws and regulations, and ban tobacco advertisements, promotion and sponsorship comprehensively.

**7.5** To some extent, CSR activities are one kind of tobacco company promotion. New National laws also should ban tobacco company CSR activities.

Table 1 Provisions related with tobacco advertisement in laws and regulations in China

Law/ regulations on tobacco advertisement administration	Issued by	Time of adoption/issuing	Terms to restrict or ban tobacco advertisement
Law on Tobacco Monopoly	Standing Committee of the 7 <sup>th</sup> National People's Congress	June 1991.	Article 19 Advertising for tobacco products shall be banned on broadcasting stations, television stations, or in newspapers or periodicals.
Advertisement Law	Standing Committee of the 8 <sup>th</sup> National People's Congress	Oct. 1994	Article 18 It is prohibited to publish advertisements for tobacco through broadcasting, motion pictures, TV programs, newspapers or periodicals. It is prohibited to put up advertisements for tobacco at any kind of waiting rooms, cinemas, theatres, conference halls, stadiums and gymnasiums or other similar public places. Advertisements for tobacco must be marked with "Smoking is harmful to your health".
Interim Measures for Administration of Tobacco Advertisement	State Industry and Business Administration	Dec. 1996	Article 3 It is prohibited to publish advertisements for tobacco through broadcasting, motion pictures, TV programs, newspapers or periodicals. It is prohibited to put up advertisements for tobacco at any kind of waiting rooms, cinemas, theatres, conference halls, stadiums and gymnasiums or other

		<p>similar public places.</p> <p>Article 4 It is prohibited to publish advertisements for tobacco using programs on radio broadcast, TV, motions pictures or articles in newspapers or periodicals in a disguised fashion.</p> <p>Article 7 Clear statements of the name of merchandise and the type of service should be made without indication of association with any tobacco product, provided the trade mark and/or name of the merchandise or service are identical to the trademark and/or name of the tobacco product.</p> <p>Article 8 Any provisional advertising activity, where the activity or the cup is entitled with the name of a tobacco company and/or the trade mark of the tobacco product, shall not publish via radio broadcasting, TV, motions pictures, newspapers and/or periodicals advertisements for its events and/or performances, which contains information of the title or the cup.</p> <p>Article 9 In an advertisement such as follows published by a tobacco company via radio broadcasting, TV, motions pictures, newspapers and/or periodicals shall not be contained such information as</p>
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			<p>of the name, trade mark, packing and/or decoration of its tobacco product.</p> <p>Provided the name of the company is identical to the name of the tobacco product, the name of the company should not be highlighted using special designs:</p> <p>a. Public service advertisement;</p> <p>b. Announcement for change of address, house exchange and change of name;</p> <p>(3) Corporation operation advertisement for worker recruitment, job invitation, partnership and service;</p> <p>(4) Names in the acknowledgement or sponsor list at the beginning and end of a radio, motion pictures or TV program;</p> <p>(5) Name of cosponsor stated in the floret and topic of a newspaper or periodical.</p>
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Table2. Observation results of tobacco ads. in seven situations in four cities

	Beijing		Shanghai		Wuhan		Kunming		Total	
	N	T.Ads.	N	T.Ads.	N	T.Ads.	N	T.Ads.	N	T.Ads.
Tv	5	2	3	1	6	2	6	0	20	5
Radio	3	0	1	0	6	1	6	0	16	1
Newspaper	5	5	5	1	5	1	5	4	20	11
Magazine	10	10	10	3	10	0	10	2	40	15
Street	16	9	10	7	10	10	10	8	46	34
Airport	1	1	1	0	1	1	1	1	4	3
Station	13	3	5	3	3	1	5	5	26	12

Table3 Basic information of students surveyed in four cities

		Beijing		Shanghai		Wuhan		Kunming		Total	
		M	F	M	F	M	F	M	F	M	F
Primary	Num.	55	44	98	105	115	117	101	101	369	367
	Percent	55.6	44.4	48.3	51.7	49.6	50.4	50.0	50.0	50.1	49.9
Junior	Num.	98	103	88	112	95	108	101	115	382	438
	Percent	48.8	51.2	44.0	56.0	46.8	53.2	46.8	53.2	46.6	53.4
High	Num.	96	104	85	108	129	87	126	102	436	401
	Percent	48.0	52.0	44.0	56.0	59.7	40.3	55.3	44.7	52.1	47.9
Technical	Num.	81	120	110	90	64	151	102	117	357	478
	Percent	40.3	59.7	55.0	45.0	29.8	70.2	46.6	53.4	42.8	57.2
University	Num.	88	112	62	138	109	80	100	119	359	449
	Percent	44.0	56.0	31.0	69.0	57.7	42.3	45.7	54.3	44.4	55.6
Total	Num.	418	483	443	553	512	543	530	554	1,903	2,133
	Percent	46.4	53.6	44.5	55.5	48.5	51.5	48.9	51.1	47.2	52.8

Table 4 Basic information of adults surveyed in four cities

	Beijing		Shanghai		Wuhan		Kunming		Total	
	%in		%in		%in		%in		%in	
	N	total	N	N %	N	total	N	total	N	total
Male	100	49.3	125	62.5	123	55.9	122	57.8	470	56.4
Female	103	50.7	75	37.5	97	44.1	89	42.2	364	43.6
Total	203	100.0	200	100.0	220	100.0	211	100.0	834	100.0
Smoker	65	33.7	87	43.9	62	29.0	78	37.1	292	35.8
Nonsmoker	128	66.3	111	56.1	152	71.0	132	62.9	523	64.2
Total	193	100.0	198	100.0	214	100.0	210	100.0	815*	100.0

\* 19 adults' data on whether or not ever smoked 100 cigarettes or more were missed.

Table 5 Results of survey on students and adults: awareness of indirect tobacco advertisements

	Baisha			Zhonghua			Hongtashan		
	Num	% in total	sig	Num	% in total	sig	Num	% in total	sig
<b>Student</b>									
City			**			**			**
Beijing	456	50.6		152	16.9		749	83.1	
Shanghai	242	24.3		678	68.1		318	31.9	
Wuhan	519	47.8		255	23.5		829	76.5	
Kunming	149	13.7		159	14.6		928	85.4	
Gender			**						
Male	676	35.6		566	29.8		1,365	72.0	
Female	676	31.7		665	31.3		1,474	69.2	
School			**			**			**
Primary	124	16.8		221	30.0		294	83.1	
junior	232	27.9		222	26.7		543	31.9	
High	284	33.7		236	28.0		672	76.5	
Vocational	398	47.3		243	28.9		630	85.4	
University	328	40.2		322	39.5		725	83.1	
Total	1,366	33.6		1,244	30.6		2,864	70.4	
<b>Adult</b>									
City			**			**			**
Beijing	136	67.0		80	39.4		176	86.7	
Shanghai	98	49.2		166	83.0		185	92.5	
Wuhan	180	81.8		96	43.8		177	80.5	
Kunming	62	29.4		65	30.8		192	91.0	
Gender			**						
Male	286	61.0		236	50.3		409	87.0	
Female	190	52.2		171	47.0		321	88.2	
Smoke Status			**						

Smoke	182	62.3	151	51.9	249	85.3
Not smoke	280	53.6	251	48.0	467	89.3
Total	476	57.1	407	48.9	730	87.5

\*\* P<0.01,

\*: P<0.05

Table5.1 percent of students/adults identifying three tobacco-related ads. as tobacco ads./ culture ads.

	Baisha		zhonghua		hongtashan	
	tobacco ads.	Culture ads.	tobacco ads.	Culture ads.	tobacco ads.	Culture ads.
Students	33.6%	30.6%	30.6%	60.9%	70.2%	2.0%
Adults	57.1%	15.0%	48.8%	39.6%	87.5%	2.8%

Table 6 Exposure to tobacco ads. or promotion actives in recent 6 months

	Valid cases	whether or not Exposed				significance
		yes	%in total	No	%in total	
<b>Students</b>						
Gender						**
Male	1,853	1,009	54.5	844	45.5	
Femal	2,089	988	47.3	1,101	52.7	
Total	3,942	1,997	50.7	1,945	49.3	
<b>School</b>						
Primary	722	330	45.7	392	54.3	
Junior	810	426	52.6	384	47.4	
High	828	454	54.8	374	45.2	
Vocational	819	436	53.2	383	46.8	
University	793	364	45.9	429	54.1	
Total	3972	2010	50.6	1962	49.4	

Adults

Gender					**
Male	468	268	57.3	200	42.7
Female	364	168	46.2	196	53.8
Total	832	436	52.4	396	47.6
Smoke status					**
Smoker	291	180	61.9	111	38.1
nonsmoker	522	248	47.5	274	52.5
Total	813	428	52.6	385	47.4

\*\* $P < 0.01$ , \* $P < 0.05$

Table 7 Ways that students and adults are exposed to tobacco advertisements or promotion

	Student Responses		Adult Responses	
	Number	% of cases	Number	% of cases
Film, TV or Radio	1494	72.7	220	50.7
Newspaper or Magazine	968	47.1	163	37.6
Billboard	1462	71.2	310	71.4
Poster	795	38.7	159	36.6
Tobacco sale point	1548	75.4	308	71.0
Public vehicle as bus, rain, plane, etc.	798	38.9	137	31.6
Waiting room of theatre, gymnasium, etc	605	29.5	134	30.9
Dancery, bar, restaurant, coffee bar, tea bar, etc	815	39.7	174	40.1
Internet	781	38.0	110	25.3
Other ways	272	13.2	45	10.4

Table 8 Adults' Attitudes towards a comprehensive ban on tobacco advertising and promotion and sponsorship

	Agree		Disagree		No idea		Sig
	Count	N %	Count	N %	Count	N %	
Gender							*
Male	186	39.7	175	37.4	107	22.9	
Female	144	39.6	110	30.2	110	30.2	
Total	330	39.7	285	34.3	217	26.1	
Smoke status							**
Smoke	165	37.5	174	39.5	101	23.0	
Not smoke	165	42.1	111	28.3	116	29.6	
Total	330	39.7	285	34.3	217	26.1	

\*\* $P < 0.01$ , \* $P < 0.05$

## Appendix 1

Promotion and Sponsorship Activities of Some Tobacco Companies in China (2005-2006)

### **Promotional and Sponsorship Activities of Tobacco Industry**

1. **China Tobacco, Guangxi Industrial Corporation**      On the afternoon of September 1, 2006, the Guangxi Industrial Corporation of China Tobacco, in joint hands with the Education Department of Guangxi Autonomous Region, held the Initiation Ceremony for the Zhenlong Education Foundation at Guangxi University. The Foundation is a long-term education assistance foundation solely started by the Corporation, which owns a twenty-million RMB account and is the largest education assistance fund ever in the Autonomous Region. Every year the Education Department and the Corporation will use the profit of the Foundation (over half a million RMB) to support the excellent students from poorer families of Guangxi, who are studying in Guangxi University, Guangxi Ethnic University, Guangxi University of Medical Sciences, Guangxi Normal University, or Guangxi Polytechnic College. At the Ceremony, 168 students from the five universities were first rewarded by the Foundation with scholarships totaling 504,000 Yuan RMB.

Source: <http://www.echinatobacco.com/news/2006/19/jingji/jjyaowen/2011058.shtml>

2. **Tobacco Monopoly of Anhui Province**      On September 9, 2006, the leaders of the Tobacco Administration (Co. Ltd.) of Anhui Province presented a donation of 70,000 Yuan RMB to Chuliucun Primary School, Shihe Township, Qiaocheng District, Bozhou City, for education assistance.

Source: <http://www.echinatobacco.com/uploadVision/2006/19/tupianbaodao.htm>

3. **Tobacco Monopoly of Hunan Province**      On August 3, 2006, at the site of the 2006 Disaster Relief Charity Performances – Love for Great Southern Hunan, Chen Xiaoshao, Principal of the Disciplinary Inspection Team, Tobacco Administration of Hunan Province, on behalf of the Tobacco Administration, donated five million Yuan RMB to the disaster-stricken area.

Source: <http://www.echinatobacco.com/uploadVision/2006/19/tupianbaodao.htm>

4. **Beijing Cigarette Factory** On September 14, 2006, the entitlement ceremony was held for the Hubei Wufeng Zhongnanhai Kindness School, donated by Beijing Cigarette Factory.

Source: <http://www.echinatobacco.com/uploadVision/2006/19/tupianbaodao.htm>

5. **Tobacco Monopoly (Co. Ltd.) of Guangxi Autonomous Region** On August 31, 2006, Zhang Changsheng, Director (Chief Manager) of the Tobacco Monopoly of Guangxi Autonomous Region (Co. Ltd.), presented a donation of 500,000 Yuan RMB on behalf of the Monopoly and Corporation at the Meeting Ceremony for the Campaign of Caring Together · Dream Initiative of Hope Project.

Source: <http://www.echinatobacco.com/uploadVision/2006/19/tupianbaodao.htm>

6. **China Tobacco, Zhejiang Industrial Corporation** On September 19, 2006, Chief Manager Zhang Yishan donated two million Yuan RMB to 1000 poverty-stricken, needy people suffering from cataracts in Zhejiang province on behalf of the Zhejiang Industrial Corporation of China Tobacco (CT ZIC) at the CT ZIC Light Initiative of Zhejiang Province.

Source: <http://www.echinatobacco.com/uploadVision/2006/19/tupianbaodao.htm>

7. **Tobacco Monopoly of Xinyi City, Jiangsu Province** On September 4, 2006, the staff of the Tobacco Monopoly of Xinyi City, Jiangsu Province donated 5,000 Yuan RMB to the poverty-stricken leukemic university student Ma Ling.

Source: <http://www.echinatobacco.com/uploadVision/2006/19/tupianbaodao.htm>

8. **Tobacco Monopoly of Sichuan Province** On September 1, 2006, the Sichuan Tobacco Hope School, built for the nearly 300 countryside children in Guantian village, Tongjiang county, Bazhong city, Sichuan province was put into use.

Source: <http://www.echinatobacco.com/uploadVision/2006/19/tupianbaodao.htm>

9. **Shenzhen Cigarette Factory** For 18 years, Shenzhen Cigarette Factory has been committed to the principle of Creating Fortune, Repaying Community, and advocated cultural



management of the factory, whose profits continue to grow and social responsibilities are consistently performed. The factory and her employees offered supports to the West China Hope Project, the building of Sandu High School in Guizhou province and Liboyuping Primary School, the Hope Project, joined the 1+1 Pair Education Assistance activities to help the poverty-stricken students in the remote areas, donated for the reconstruction of the disaster-stricken areas such as Xinjiang. They also donated money to the Welfare House of Shenzhen, wheelchairs to the Shenzhen Association of the Handicapped, and sponsored Shenzhen Temeisi Jogging, Good Days Healthy Walking Activity for the Seniors, and the painting, calligraphy and photography activities of the cultural community. During the past 18 years, their donations have totaled over five million Yuan, of which up to some 652,000 Yuan was from the employees, along with 6,033 clothes.

Source: Website of Shenzhen Cigarette Factory

**10. Hongta Group** To show its gratitude for its customers' support, Hongta Group presented the cigarette promotion activity to Celebrate the Approaching Mid-Autumn Day in the city center of Yuxi from September 2 to 11, 2006. The luxury Yuxi and Luxury Hongtashan 2000 were the leading brands in promotion. Reportedly, the activity saw remarkable sales since the day of beginning. Over 200 cartons of the two brands were sold each day at the Baixin activity site alone, where the Luxury Hongtashan 2000 peaked at 130 cartons. The two brands of cigarettes were finely packaged and are classical, smooth and gentle in flavor.

Source: [http://www.hongta.com/model\\_ht/index.jsp?ID=1000000000000000](http://www.hongta.com/model_ht/index.jsp?ID=1000000000000000)

**11. Hongta Group** The Hongta Group launched its Years with Hongtashan composition contest in honor of its 50th anniversary, providing a reward of 2000 Yuan RMB. Time: 2006.08.07 – 2006.12.31.

Source: [http://www.hongta.com/model\\_ht/index.jsp?ID=1000000000000000](http://www.hongta.com/model_ht/index.jsp?ID=1000000000000000)

**12. Hongta Group** During the hitting games of the 2006 World Cup, the Hongta Group, along with sina.com, sponsored Your Best World Cup Player 2006 activity. Name the most likely Best Player on your mind and send it to us with your contact information, and you'll have the chance to win a SONY laptop or a CANON digital cameral. IPOD and digital toys are also

awarded every day. Source:

[http://www.hongta.com/model\\_ht/index.jsp?ID=1000000000000000](http://www.hongta.com/model_ht/index.jsp?ID=1000000000000000)

**13. Hongta Group** On May 17 and 18, 2006, the Third Yuxi Cup Beijing Golf Invitational Tournament 2006 is to be on at Beijing Tian'an Holiday Golf Club. The event is sponsored by the Hongtashan Tobacco (Co. Ltd.) and conducted by Shenzhen Jiujiu Times Golf Management Co. Ltd. Source: [http://www.hongta.com/model\\_ht/index.jsp?ID=1000000000000000](http://www.hongta.com/model_ht/index.jsp?ID=1000000000000000)

**14. Hongta Group** Beginning on March 15, 2006, the Hongta Group launched a New Power Hongtashan Anti-Counterfeit Knowledge Promotion activity via the Bus Hotline on 200 buses in Tianjin. The activity lasted one month and informed the customers of the new product's features, raised people's anti-counterfeit awareness in consumption, and was helpful for protecting consumer's rights and interests.

Source: [http://www.hongta.com/model\\_ht/index.jsp?ID=1000000000000000](http://www.hongta.com/model_ht/index.jsp?ID=1000000000000000)

**15. General Group** On January 12-14, 2004, the General Group launched a donation activity for the Indian Tsunami. The agencies of the Group in Jinan conducted One-day Kind Donation for the Indian Areas Stricken by Tsunami. The donation money would be forwarded to the disaster-stricken areas through relevant channels to show the kindness of the General Group. Source: <http://www.chinageneral.com/>

**16. Baisha Group** On September 14, 2006, the Baisha Cultural Communication Co. Ltd. contracted the famous Chinese athlete Liu Xiang, becoming the first contract company with Liu Xiang after the Athens Olympic Games. Liu will be the image representative of Baisha culture from September 15, with his extraordinary motto I make China proud, I make Asia proud. Source: <http://www.baisha.com/InterfixDetail.aspx?id=63>

**17. Baisha Group** Baisha Credit Education Assistance Campaign, With its credit, the Baisha Group offered declared for loans with discount interest to poverty-stricken university students to pay their tuitions. Through their pilot activities in four universities (Hunan University, Zhongnan Polytechnic University, Hunan Normal University, Hunan Agricultural University) in Hunan province between August 2003 and August 2004, 500 students were rewarded the guarantee for

education assistance loan. Their devotion to helping with the education of students from poorer families drew enormous attention to corporation credit and the new model of education assistance.

Source: <http://www.baisha.com/brand/events/marketing/zhuxue.aspx>

18. **Beijing Cigarette Factory, Shanghai Tobacco Co. Ltd.** Charity education assistance activities: September 2001: Donating 4748 books to Zhuangshan District Primary School, Dongxin, Pinggu, and helping with the construction of the Zhongnanhai Reading Room in the school. November 6, 2001: The Beijing Factory offered half a million Yuan RMB to set up the Zhongnanhai Education Reward Fund. December, 2001: The Zhongnanhai Kindness Primary School, Pinggu District, Beijing was officially entitled for establishment. September 22, 2003: Initiating the Zhongnanhai Kindness Fund in joint effort. 2004 Spring Festival: Visiting families of young people in difficulty during the Warmth activity conducted by the Municipal Committee of the Beijing Youth League. 2005: Initiating the Campaign of Zhongnanhai Fund Supporting Excellent, Poorer Students in Universities in Beijing. September 2006: Opening of Zhongnanhai Kindness School in Wufeng, Hubei. The Zhongnanhai Kindness Fund is consistent with its direction in charity education assistance efforts, Zhongnanhai Delivers Kindness, Releases Healthy Fashion and Charm.

Source: <http://www.znhonline.com/tabid/125/InfoID/217/Default.aspx>

19. **Tobacco Monopoly of Wenzhou City (Branch Company)** On August 29, 2006, after the hit of the Shangmei Typhoon, Director Zhang Jun of the Tobacco Monopoly of Changnan county donated 510060 Yuan RMB (including 10060 Yuan personal donation from the staff) to the people of the disaster-stricken areas on behalf of the Monopoly (Branch Company).

Source: <http://www.wzyc.com/article.php?id=20449>

20. **Shanghai Tobacco Co. Ltd.** Shanghai Tobacco Co. Ltd. and the Propaganda Department of the Committee of Huangpu District, Shanghai Municipality sponsored the performances during the 'Loving My China' Happy Zhongguohong Square Culture Week 2004, which was public square activity conducted under the name of Shanghai Tobacco Co. Ltd.. The performances in 2004 were selected and arranged to theme the 55<sup>th</sup> Anniversary of Shanghai Liberation and

Founding of the P. R. China, and the 100<sup>th</sup> Anniversary of the Birth of Deng Xiaoping. During the year's activities, the theme of Loving My China was upheld to celebrate the Communist Party and the motherland as well as the rising image of solidarity of the ethnic groups in China.

Source: <http://www.sh-tobacco.com.cn/main/ActionNewsOut/getDetail?id=781&type>

**21. Xuchang Cigarette General Factory** At 10 am August 30, 2006, the Xuchang Cigarette General Factory started the Education Assistance Donation Ceremony, where 300,000 Yuan RMB was presented to Wenshu Primary School, Wenshu Township, Yuzhou City.

Source: <http://www.xuchang.com.cn/>

**22. Xuchang Cigarette General Factory** The right to relay the 2005-2006 season of the German football League One was exclusively purchased by CCTV and the broadcasting is sponsored by the Xuchang Dihao Group. CCTV Channel 5 will relay at least 33 matches between August 6, 2005 and May, 2006. The Dihao Group will take advantage of the broadcast of the matches and enhance the communication of its brand.

Source: <http://www.xuchang.com.cn/>

**23. Wuhan Hongjinlong Industry Co. Ltd.** The Wuhan Hongjinlong Industry Co. Ltd. launched its Ideals with Your Children Education Assistance activities. In 2005, the Hongjinlong Co. Ltd. began to provide public services at the sites for University Entrance Examinations in Huber province, and the efforts earned high praise from the public. On June 7 and 8, 2005, the Hongjinlong Co. Ltd. set up service stands at nearly 50 examination sites in the province, where sun umbrellas, chairs and free purified water were provided to the students for the examinations.

Source: <http://www.wuyan.com.cn/gk/index.asp>

**24. Wuhan Hongjinlong Industry Co. Ltd.** Red Classics –Hongjinlong 100-Year Movie & Music Concert was held from May to December, 2005. The concerts were sponsored by the State Radio, Film and Television Administration, conducted by the Hongjinlong Industry Co. Ltd., and performed by the Chinese Movie Symphony Orchestra. The concerts were given in Beijing, Tianjin, Shenyang, Dalian, Changcun, Haerbin, Daqing, Huhehaote, Xinzhou, Taiyuan, Xi'an, Yingchuan, Xining, Shijiazhuang, Zhengzhou, Jinan, Qingdao, Xuzhou, Wuxi, Ningbo, Wenzhou,

Hangzhou, Nanjing, Hefei, Chengdu, Chongqing, Mianyang, Guiyang, Nanning, Nanchang, Quanzhou, Xiamen, Shantou, Shenzhen, Guangzhou and Haikou. There was replay of classical film shots, film music, film songs, and interactive communications at the concerts.

Source: <http://www.wuyan.com.cn/manage/info/HTML/2006526145101-119.htm>

25. **Wuhan Hongjinlong Industry Co. Ltd.**      The Wuhan Hongjinlong Industry Co. Ltd.

Free Film Shows to 100 counties and Villages between June and July, 2004.

Source: <http://www.wuyan.com.cn/gk/index.asp>

26. **Bengbu Cigarette Factory**      Experience Chinese Flavor, Sample Chinese Taste –

presentation conference for the introduction of the new Huangshan products into market on July

27, 2006.      Source: <http://www.bbtobacco.com/>

27. **Bengbu Cigarette Factory**      On the evening of January 15, 2005 was the Night of

Huangshan & Golden Ages Concert on. Ten most famous Chinese artists since the founding of the nation were invited to present a classical, stylistic, sensational and cheerful music feast, featuring the theme of ages like a song with eternal quality, so as to enhance the deep cultural foundation of the Huangshan brand.      Source: <http://www.bbtobacco.com/newsdetail.asp?infoid=24>

28. **Bengbu Cigarette Factory**      Between May 2004 and August 2005, the Bengbu Cigarette

Factory launched its nationwide Hope with Huangshan, Kind Aid for Students campaign, where several million Yuan RMB was donated to the Hope Project. During the campaign, a kindness card was inserted into each pack of Huangshan Wanlihong and the hard box Huangshan cigarettes.

When he or she had ten of the cards, the customer might send the cards to the Department of Satisfactory Customer Services at the Factory, who might take part in the monthly visit to Huangshan Mount. and the seasonal romantic tour to Singapore, Malaysia and Thailand.

Source: <http://www.bbtobacco.com/newsdetail.asp?infoid=23>

29. **Huaiyin Cigarette Factory** The Huaiyin Cigarette Factory had been sponsoring the man's volleyball team of Jiangsu province named after the Yijianmei brand since 2001.

Source: <http://www.njnews.cn/s/ca701250.htm>

30. **Zhengzhou Cigarette General Factory** The 2005 Race Car Crosscountry Track Tournament of Henan Province was named under the brand of Huangjinye. The race was sponsored by the Sports Bureau of Henan Province and Zhengzhou Cigarette General Factory, and conducted by the Henan Social Sports Administration Center, Race Car and Motor Bike Sports Association of Henan Province, and the Extreme Cross-country Vehicle Club of Henan Province. It was meant to be the selection and warming-up for the Henan Race of the National Race Car Crosscountry Track Tournament to be launched in early May. Source:

<http://www.goldenleaf.com.cn/xwzx/index.php?display>

31. **Zhengzhou Cigarette General Factory** On April 3, 2005, the 12<sup>th</sup> Huangjinye Cup Farmers' Chinese Chess Games was on in Luoyang, Henan province. The Games were sponsored by China Farmer's Sports Association and conducted by Agriculture Department and Sports Bureau of Henan Province and the People's Government of Luoyang City. It was another national large-scale farmers' sports event after the 5th National Farmers' Sports Games the year before. Teams from 27 provinces, autonomous regions and municipalities directly under the central government took part. Source: <http://www.goldenleaf.com.cn/xwzx/index.php>

32. **Xiamen Cigarette Factory** August 25, 2006 saw the sixth rewarding of the scholarships of the Xiamen Cigarette Factory Golden Bridge Teaching and Education Assistance Fund. The Gold Bridge Fund is the renamed Xiamen Cigarette Factory Teaching and Education Assistance Fund, which is the earliest foundation started by a business corporation that supports the largest number of students. As relevant statistics show, during the nine years after its foundation, the Fund has supported a total of 839 poverty-stricken students, more than 400 poorer teachers, and the amount of support has accumulated to 1.65 million Yuan RMB. Source:

<http://www.xmjyc.com/details.asp?id=446>