

Contents

<i>List of contributors</i>	vii
<i>Acknowledgments</i>	xviii
1 Introduction <i>Andrew D Mitchell and Tania Voon</i>	1
PART I TOBACCO CONTROL IN THE CONTEXT OF THE WORLD HEALTH ORGANIZATION	
2 The WHO Framework Convention on Tobacco Control and the Tobacco Free Initiative <i>Katherine DeLand, Gemma Lien and Heather Wipfli</i>	11
3 Guidelines and protocols under the framework convention <i>Chang-fa Lo</i>	32
4 The power of the WHO FCTC: understanding its legal status and weight <i>Jonathan Liberman</i>	48
5 The European Anti-Fraud Office and the Protocol to Eliminate Illicit Trade in Tobacco Products <i>Neil Boister</i>	64
PART II TOBACCO CONTROL IN THE CONTEXT OF INTERNATIONAL TRADE AND INVESTMENT	
6 The WTO ruling on the United States' flavoured cigarettes ban <i>Todd Tucker</i>	87
7 The WHO FCTC as an international standard under the WTO Agreement on Technical Barriers to Trade <i>Lukasz Gruszczynski</i>	105
8 Disputes regarding tobacco control measures under investor-state arbitration <i>Tsai-yu Lin</i>	126
9 Tobacco control in ASEAN <i>Locknie Hsu</i>	142

- 10 International trade policy and tobacco products under the
Obama administration 166
Jamie Strawbridge

PART III TOBACCO CONTROL AROUND THE WORLD

- 11 Tobacco control in Europe: the potential for plain packaging 187
Peter K Henning and Leonid Shmatenko
- 12 Tobacco control in Canada 209
Rob Cunningham
- 13 Tobacco control in Latin America 235
Oscar A Cabrera and Juan Carballo
- 14 Tobacco control in Australia: the High Court challenge to plain
packaging 258
Mark Davison
- 15 Tobacco control in Taiwan 279
Chuan-Feng Wu
- 16 Tobacco control in India 302
Amit Yadav and Deepti Singh
- Bibliography* 319
- Index* 333