



PART SIX

**WORLD TABLES**

“The reality of tobacco use is that the economic costs to society are staggering... Trade liberalization will most likely increase death, disease and the economic costs due to tobacco use, primarily by making cigarettes and tobacco products cheaper, more accessible, more easily marketed and promoted.”

Shigeru Omi, Regional Director of WHO's Western Pacific Region, on the conflict between the goals of trade liberalization and tobacco control, 2004