

# CEOs pledge to stub out smoking



China Daily 21 Jun 2018 [+7 more](#) By XU JUNQIAN in Shanghai xujunqian@chinadaily.com.cn



Students from Nonglinlu Primary School in Handan city in Hebei province look at an anti-smoking exhibit on May 30.

By Xu Junqian in Shanghai | China Daily | Updated: 2018-06-21 07:25

**HAO QUNYING / FOR CHINA DAILY** Students from Nonglinlu Primary School in Handan city in Hebei province look at an anti-smoking exhibit on May 30.

Senior executives of companies in Shanghai's Lujiazui district, known as the "Wall Street of China", pledged to create a smoke-free working environment last Wednesday.

Initiated by NGO the *CEO Roundtable on Cancer-China* and supported by the *World Health Organization*, the national campaign aims to encourage as many enterprises as possible in the country to say no to smoking not only inside their offices, but also in factories, on campuses and other open spaces.

In March, 2017, a ban took effect prohibiting smoking in all indoor public venues and work areas in the city. While restaurants and entertainment venues have recorded a significant decrease in the number of smoking violations, offices, a more enclosed environment where violations are unlikely to be reported to regulators or law enforcement departments, remain a gray area, according to the initiator of the campaign.

*“We hope to help more employers in China to create 100 percent smoke-free workplaces, where employees are encouraged to give up smoking,”* said **Ray Wang**, senior director of the *CEO Roundtable on Cancer-China* in Shanghai.

The NGO was founded in the United States in 2001, at the suggestion of former **US President George H.W. Bush**, who called for chief executives to take their employee’s health into consideration and help prevent cancer.

A report released by WHO in 2017 showed that China is the world’s largest producer and consumer of tobacco, burning 44 percent of the tobacco available globally. It is estimated that by 2030, the death toll resulting from smoking will double to 2 million people every year, while by 2050, the number is likely to soar to 3 million.

Executives signing up for the campaign in Shanghai come from the finance, insurance, pharmaceutical, advertising and manufacturing industries. Lujiazui, which sits on the Huangpu River and is famous for its skyscrapers, is home to more than 40,000 companies and 470,000 residents.

*“Sleek high-rises and first-rate financial institutions have long been the signature of Lujiazui, but what we really want to build is a healthy and green Lujiazui,”* according to a representative of Lujiazui financial city.

The WHO report also showed that in China, 700 million people are exposed to secondhand smoke and about 100,000 people die from such exposure every year.

With smoking a widespread habit and cigarettes having been a desirable gift in China for decades, it was not until 2005, when the country ratified the World Health Organization Framework Convention on Tobacco Control that changes started to be made. In 2015, Beijing stood out as the first city to ban smoking in public areas.