



International Center for Alcohol Policies
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**ICAP, APCON Host 2011 Advertising Stakeholders Forum
On Responsible Advertising and Marketing**

The event held by the International Center for Alcohol Policies (ICAP) and the Advertising Practitioners Council of Nigeria (APCON) addressed a regulatory framework for marketing communications in the 21st Century

(Lagos, Nigeria, 25 March 2011) Up to 300 participants attended the recent 2011 Advertising Stakeholders Forum hosted by the International Center for Alcohol Policies (ICAP; www.icap.org) and the Advertising Practitioners Council of Nigeria (APCON). The event brought together individuals and organizations with a broad range of concerns and perspectives on the role of self-regulation in marketing and advertising practices.

“There are many codes of practice for self-regulation of marketing communications around the world, and the codes we see within the alcohol industry reflect a commitment to responsible marketing and advertising,” said ICAP Vice President Brett Bivans, a self-regulation expert and key speaker at the event. “It is also important to note that effective self-regulation is supported by continual review and monitoring. This event provides an opportunity for all stakeholders to share international good practice and to report to both government and consumers on the activities of APCON over the past year.”

Speakers at the event included APCON Chairman Mr. Lolu Akinwunmi, European Advertising Standards Alliance (EASA) Director General Dr. Oliver Gray, and BusinessDay Chief Editor Mr. Frank Aigbogun. Dr. Oliver Gray delivered his address based on expertise drawn from EASA's work with ICAP on establishing an [*International Guide to Developing a Self-regulatory Organisation*](#), as well as the International Chamber of Commerce's (ICC) *Business Action for Responsible Marketing and Advertising (BARMA)*.

The event was held in coordination with a broader set of initiatives, Global Actions on Harmful Drinking (www.global-actions.org), sponsored by major international alcohol producers, with an emphasis on low- and middle-income countries. Through the Global Actions initiatives, ICAP is working with local stakeholders to strengthen cross-industry self-regulation, and assisting with the development of self-regulatory codes where they do not yet exist.

ICAP and the sponsoring companies of Global Actions in Nigeria, Nigerian Breweries (Heineken) and Guinness Nigeria (Diageo), through the Beer Sector Group of the Manufacturers Association of Nigeria (MAN), have supported strengthening systems of self-regulation as part

of their contribution to effective implementation of national, regional, and global strategies to reduce harmful drinking.

The Advertising Practitioners Council of Nigeria (APCON) was established by Act of Parliament to control and regulate advertising practices in Nigeria. Among APCON's responsibilities is regulating the practice of advertising in all its aspects, including determining the standards of knowledge of individuals seeking to become registered members of the advertising profession.

The International Center for Alcohol Policies (ICAP, www.icap.org) is a not-for-profit organization supported by major international producers of beverage alcohol. Established in 1995, ICAP's mission is to promote the understanding of the role of alcohol in society and to help reduce the misuse of alcohol worldwide. Uniquely situated as an organization with global reach as well as regional expertise, ICAP works to foster dialogue and partnerships involving governments, the public health community, the beverage alcohol industry, civil society, and others interested in alcohol policy. ICAP's work in the alcohol policy field is shaped by its commitment to pragmatic and feasible solutions to reducing harm that can be tailored to local and cultural considerations and needs.

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