

Appendix 2: TCCC supply chain activities in East Asian LMICs

Country/countries	Year	Type of corporate political activity	Sub-type of corporate political activity	Description of activity	Source	Illustrative quote
Papua New Guinea	2009	Legal strategies	Engagement with WTO regulations	WTO describes PNG trade restrictions relating to Coca-Cola.	Fiji Secretariat, Trade Policy Regime: Framework and Objectives, 2009	“In addition, in an on-going disagreement which began in 2006, PNG, which produces Pepsi, refuses to grant preferential access to Fijian exports of Coca-Cola; according to the authorities, PNG’s negative list does not exclude it from preferential tariff treatment.”
Viet Nam	2013	Information and messaging	Arguments that targeted products do not cause health issues	The American Chamber of Commerce in Vietnam argued that there are no health consequences associated with consumption of carbonated beverages.	American Chamber of Commerce in Vietnam, ‘Comments on the Proposed Excise Tax on Carbonated Beverages’	“Carbonated beverages carry no known “negative externalities”—particularly not the health externalities alleged by the VBA. As discussed earlier in this piece, there are no health complications arising from the consumption of carbonated beverages.”
Viet Nam	2013	Information and messaging	Arguments that policy will harm low-income consumers	The American Chamber of Commerce in Vietnam argued that a proposed tax on carbonated beverages would disproportionately harm lower-income consumers.	American Chamber of Commerce in Vietnam, ‘Comments on the Proposed Excise Tax on Carbonated Beverages’	“Furthermore, a tax on carbonated beverages would be a regressive tax. “The poorest consumers spend a greater proportion of their income on food and non-alcoholic beverages than wealthier households,” so a tax on carbonated beverages would place a greater burden on low-income consumers than wealthy consumers.”
Viet Nam	2013	Information and messaging	Arguments that policy will not produce expected benefits	The American Chamber of Commerce in Vietnam argued that a proposed tax on carbonated beverages would not increase government revenue.	American Chamber of Commerce in Vietnam, ‘Comments on the Proposed Excise Tax on Carbonated Beverages’	“Finally, a tax on carbonated beverages would not deliver efficient revenue generation.”
Viet Nam	2013	Legal strategies	Arguments that policy contravenes WTO obligations	The American Chamber of Commerce in Vietnam argued that a proposed tax on carbonated beverages would be ‘illegal’	American Chamber of Commerce in Vietnam, ‘Comments on the Proposed Excise Tax on Carbonated Beverages’	“If the Vietnamese government implements a tax designed to favor local branded beverages at the expense of foreign branded beverages, we believe such a tax would be a clear violation of Vietnam’s WTO commitments and would send a message that Vietnam has raised illegal barriers to foreign direct investment.”

				according to WTO regulations.		
Viet Nam	2014-present	Constituency building	Meetings with policy makers	The American Chamber of Commerce in Vietnam describes advocacy meetings and events wherein they engage with policy makers.	American Chamber of Commerce in Vietnam website, 'Advocacy'	Lists of advocacy events
Philippines	2014	Policy Substitution	Promotion of industry-led approaches to tackling overweight and obesity	The International Food & Beverage Alliance reported on 'health-promoting' changes made by TCCC in the Philippines.	International Food & Beverage Alliance, International Food & Beverage Alliance 2014 Progress Report	Published report
Regional	2014	Policy Substitution	Promotion of industry-led labelling guidelines	ASEAN Food and Beverage Alliance published guidelines for industry-led front-of-pack labelling approaches, highlighting the importance of harmonizing approaches	ASEAN Food and Beverage Alliance, 'White paper: ASEAN Harmonisation in the Food Sector'	Published Report
Regional	2014	Policy Substitution	Promotion of industry-led labelling guidelines	Food Industry Asia published guidelines for industry-led front-of-pack labelling approaches.	Food Industry Asia, 'Voluntary Front-of-Pack Nutrition Labelling for the Food & Beverage Industry in Asia'	Published Report
Philippines	2014-present	Constituency building	Meetings with policy makers	Philippines Chamber of Food Manufacturers regularly engages with policy makers, reportedly to discuss policy matters of interest.	Philippines Chamber of Food Manufacturers website, 'Activities with Food Regulators'	Screenshots of teleconferencing meetings
Indonesia	2015	Information and messaging	Arguments that policy will harm industry	TCCC argued that a sugar-sweetened beverage tax could damage the emerging	Indonesian Sugar-Tax Talk Chills Drinks Industry, The	"The tax "could be crippling for an industry that's just getting started," said Martin Gil, head of PT Coca-Cola Indonesia, Coca-Cola Co.'s subsidiary there, adding that the decision could be the

				Indonesian beverage industry	Wall Street Journal, 2015	beginning of a "slippery slope where anything that contains sugar" could be taxed."
Philippines	2015	Information and messaging	Arguments that physical activity is more important than healthy diets for improving health	TCCC promoted the Coca-Cola Cup in the Philippines as a strategy for improving health	Coca-Cola News Digest, 25 November 2015	"[The Coca-Cola Cup] is an affirmation of our firm commitment as a Company to promote active, healthy lifestyles and support physical activity programs that inspire our youth to be healthier and happier."
Philippines	2015	Constituency building	Meetings with policy makers	TCCC engaged with the president of the Philippines and other legislators at a '5by20' launch event.	TCCC email chain	"The 5by20 event yesterday with the President of the Philippines, program partners, media and over five thousand 5by20 women retailers went very well. The President talked positively about the impact to date of the 5by20 partnership program in the Philippines and hailed the women entrepreneurs for their contribution to the country's economic growth."
Indonesia	2015	Constituency building	Engagement with research groups and organisations	TCCC reported on meetings with researchers in Indonesia and engaged with allied academics to participate in these meetings.	TCCC email chain	"Please confirm that you are able to participate in the call this evening with the researcher in Indonesia?"
Regional	2016	Constituency building	Engagement with research groups and organisations	TCCC worked with Sancroft to produce regional policy briefs.	Sancroft, SRA Top Policy Issues, 2016	"To ensure that we further our knowledge, and develop appropriate strategies regarding to the Top SRA Issues, we have once again leveraged Sancroft to prepare regulatory and policy briefs."
Philippines	2017	Information and messaging	Arguments that policy will harm low-income consumers	Philippines Chamber of Food Manufacturers argued that a sweetened beverages tax would disproportionately harm lower-income consumers.	Keep milk off tax list, businessmen urge gov't, ABS-CBN News, 2017	"The Philippine Chamber of Food Manufacturers said it "strongly supports the exclusion of milk products" from the coverage of the P10 excise tax... Should milk be taxed, the chamber said prices could rise by around 30 percent, making them unaffordable for the poor."
Philippines	2017	Legal strategies	Arguments that policy contravenes WTO obligations	Philippines Chamber of Food Manufacturers associated with statements made by legislators arguing that a tax on sugar-sweetened beverages would be 'illegal' according to WTO regulations.	Proposed tax on sugar-sweetened beverages fails to pass initial Senate scrutiny, ABS-CBN News, 2017	"He said the proposed two-tier tax system for the commodity would also be considered "illegal." If passed by the Senate, this may bring the Philippines into trouble with the World Trade Organization and possibly court trade retaliation from other countries."

Regional	2017	Policy Substitution	Promotion of industry-led approaches to tackling overweight and obesity	Food Industry Asia published guidelines for industry-led approaches to tackling overweight and obesity.	Food Industry Asia, 'Tackling obesity in ASEAN: Prevalence, impact, and guidance on interventions'	Published media article
Regional	2018	Policy Substitution	Promotion of industry-led labelling guidelines	Food Industry Asia and the ASEAN Food and Beverage Alliance published guidelines for industry-led front-of-pack labelling approaches.	Food Industry Asia & ASEAN Food and Beverage Alliance, 'Nutrition labelling on prepackaged food: Impact on trade in ASEAN'	Published report
Indonesia	2021	Information and messaging	Arguments that policy will harm low-income consumers. Arguments that education is more important than taxation for addressing obesity	GAPMMI argued that the government priority for addressing overweight and obesity should be educating the public, not burdening the public with taxation.	GAPMMI Website, 'Excise Plan on Plastic Packaging & Sweetened Drinks'	"Currently, the most important thing is the education of a healthy living culture that must be built together to overcome problems. "Not by burdening the public with excise taxes that end up selling prices, especially in difficult times like the current pandemic," he said."
Indonesia	2021	Policy Substitution	Promotion of industry-led marketing restrictions	GAPMMI published the industry-led 'Indonesian Advertising Ethics Amendment 2020' on its website	GAPMMI Website, 'Indonesian Advertising Ethics Amendment 2020'	Publication of Indonesian Advertising Ethics Amendment 2020 on GAMMI Website.