



## VAPOR TECHNOLOGY ASSOCIATION

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### **PETER BECKETT JOINS THE VAPOR TECHNOLOGY ASSOCIATION**

*WASHINGTON, DC* – Today, Tony Abboud, VTA’s National Legislative Director, announced that Peter Beckett, a public policy and regulatory affairs expert who led the EU advocacy work that resulted in the European Parliament rejecting FDA-style medicinal regulation of vapor products, has joined the Vapor Technology Association as a technical consultant. As VTA continues to combat the FDA’s deeming regulations, Beckett has been providing strategic and substantive advice on protecting all classes of vapor products.

“Peter is the latest thought leader in the open system space to join VTA’s efforts. For the past couple months, Peter has been working with us on strategy and substance as we have been intensifying our efforts to combat not only the FDA’s deeming regulations, but also the myriad other regulations and legislation that threaten our industry on the state level,” said Abboud. “Peter strengthens our commitment to bringing fresh thought leadership to the vapor advocacy space. His commitment to the open vapor system marketplace fits perfectly with the VTA’s focus on defending the entire vapor industry from being shut down.”

“I have been thoroughly impressed with VTA’s commitment to pushing policies and legislation to protect open vapor systems and the broader vape community,” said Beckett. “They have a team and strategy that can win this fight, and I’m proud to be a part of it.”

As head of public policy for the Electronic Cigarette Industry Trade Association, Beckett was the primary advocate for the European vapor sector during the passage of the Tobacco Products Directive, which lays down the first set of rules for the category in Europe. Peter was instrumental in the foundation of the EU standards committee CEN TC 437 on vapor products.

To learn more about the Vapor Technology Association (VTA), visit [www.vaporotechnology.org](http://www.vaporotechnology.org) or click here to follow us on [Facebook](#) and [Twitter](#).

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*The Vapor Technology Association represents the manufacturers, wholesalers, small business owners and entrepreneurs who have developed innovative and quality vapor products, providing adult consumers with a safer alternative to traditional combustible products. VTA and its members are leaders in the vapor community, promoting small businesses and job growth, responsible public policies and regulations, and a high standard of safety within the industry.*

*Peter Beckett is a public policy and governmental affairs consultant who specializes in impacting UK and EU governmental institutions on the issue of tobacco harm reduction. He worked extensively on the UK public policy environment for vapor products and has been central to the change of attitude from regulators there. He is a frequent speaker at national and international conferences on tobacco harm reduction and nicotine policy. He is an alumni of the University of Leeds and the University of Brussels.*

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