



Decree on Elaboration of Some Articles of the Law on Advertising

广告法修订法规

The Government

Release Date: Nov. 14, 2013
Implementation Date: Jan. 1, 2014

Translated by ChemLinked

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THE GOVERNMENT

SOCIALIST REPUBLIC OF VIETNAM

Independence – Freedom – Happiness

No. 181/2013/ND-CP

Hanoi, November 14, 2013

DECREE

ON ELABORATION OF SOME ARTICLES OF THE LAW ON ADVERTISING

Pursuant to the Law on Government Organization dated December 25, 2001;

Pursuant to the Law on Advertising dated June 21, 2012;

At the proposal of the Minister of Culture, Sports and Tourism,

The Government promulgates a Decree on elaboration of some Article of the Law on Advertising.

Chapter 1.

GENERAL PROVISIONS

Article 1. Scope of regulation

This Decree elaborates some articles of the Law on Advertising regarding advertising contents of special products, goods and services; advertising on websites of foreign organizations or individuals providing cross-border advertising services that generate advertising revenue in Vietnam; outdoor advertising planning; representative offices of foreign advertising enterprises in Vietnam and state management of advertising.

Article 2. Subjects of application

This Decree applies to Vietnamese organizations and individuals; foreign organizations and individuals that engage in advertising activities in Vietnam.

Chapter 2.

ADVERTISING CONTENTS OF SPECIAL PRODUCTS, GOODS, AND SERVICES

Article 3. Advertising of medicines

1. The contents of medicine advertising must conform to the following documents:

- a) The circulation license in Vietnam;
- b) The approved instructions sheet for the use of the medicine by the Ministry of Health;
- c) The treatise about the medicine has been written in the National Pharmacopoeia or a medicine recognized by a competent authority of the country of origin.

2. Medicine advertising must contain the following contents:

- a) Name of medicine according to the decision on issuance of registration number;
- b) Name of active ingredients of medicine:

New medicines should use international non-proprietary names; Vietnamese names of herbal medicines, or if there is no Vietnamese name for the herbs, the original name together with the Latin name shall be used.

- c) Indications of medicines;
- d) Contraindications or recommendations for special subjects such as pregnant women, breastfeeding women, the elderly, children and people suffering from chronic diseases;
- e) Names and addresses of the organizations or individuals responsible for bringing products to the market;
- f) The text: "Read the instructions carefully before use".

3. Medicine advertising in audio and video news must clearly state the contents specified in Points a, b and e, Clause 2 of this Article. If the medicine contains 03 or more active ingredients, depending on the duration of the broadcast, the names of the primary active ingredients or the common names of vitamins, minerals and herbal ingredients.



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Free trial



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Special

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