

No Display of tobacco products at point-of-sale: Following the trial Norway was acquitted. PM claimed that the ban was a violation of EEA free trade principles. The Norwegian Cancer Society endeavoured to highlight industry tactics and bring the issue to public attention and stressed Norway's FCTC obligations. The state's defence was based on the guidelines of FCTC Art. 13, expressly prohibiting the display of tobacco products. The court concluded that the display ban of tobacco products is not a restriction and therefore does not infringe Article 11 of the EEA Agreement and that the display ban is thus an extension of the advertising ban. This ruling is relevant for other countries considering display bans.