



BRITISH-AMERICAN TOBACCO COMPANY LIMITED

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Canada

TO: Michel Descoteaux
CC: Hilary Thomson
FROM: Chris Proctor
DATE: 17 June 1994
SUBJECT: Packaging issues

Dear Michel:

I have just spoken with Hilary Thomson of Utico, South Africa. They are facing proposed Government legislation on health warning labels. This legislation is similar to that which has been proposed in Canada. Their current strategy is to fight the issue on the recently developed South African Bill of Rights. However, they believe that they face problems if the government can point to other countries that have adopted similar labelling legislation.

The news from Australia that there has been agreement to review the legislation on packaging is encouraging, and South Africa will build on the arguments used in Australia.

Is there anything from your initiatives on labelling that could be useful to South Africa at this stage? Any advice from your perspective would be of great value.

With kind regards,

Chris

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SMOKING ISSUES DEPARTMENT

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