

TOBACCO STRATEGY REVIEW TEAM

A G E N D A

For the meeting to be held in the Windsor House Board Room at 10.00 a.m. on Friday, 30th November.

1. Minutes of the Meeting held on 17th September.
2. Co-ordination of Representation in Overseas Markets (PS).
3. US International Brands (Export/Contract and Licences) (RJP):-
 - (a) Updated figures including all expansion plans.
 - (b) Further strategies for accelerating growth.
4. UK International Brands (BDB):-
 - (a) Review of plans for expansion (to 1993).
 - (b) Progress on US Blend Benson & Hedges.
 - (c) Quality improvement Virginia brands.
5. Eastern Europe/New Markets:-
 - (a) Progress on sales to USSR and Eastern Europe (UH, RJP, BDB).
 - (b) Establishment of Moscow office (UH).
 - (c) Leaf Advisory Team (BDB).
 - (d) Progress by Mr. Watterton's Team (BDB).
 - (e) Progress Mexico, Turkey, Thailand (BDB/RJP).
6. Progress on Brazilian Exports (PJR).
7. Capacity Expansion/Machinery Orders (BDB).
8. Review of Leaf Supply Worldwide 1991-1992 (BDB/RJP/PJR).
9. Proposals for Fundamental Research Programme 1991 (BDB/ALH).
10. Review of Effectiveness of Current Arrangements for Technical Liaison (All Members).
11. Review of Current Trading (to end October) (All Members).
12. Progress Reports on Other Work in hand:-
 - (a) Project to review arrangements for Manager Development (MFB).
 - (b) Smoking/Regulatory Issues (All Members):-
 - Likely impact of 'Green' pressures;
 - Strategies to counter no-smoking pressures on Airlines (BDB).
 - (c) Agenda/Arrangements for Marketing Directors' Seminar (PS).
 - (d) New Brand incorporating Y-1 Tobacco (RJP).
 - (e) Ammonia Treatment (All Members).
 - (f) Use of Reconstituted Stem (All Members).
 - (g) Blenders Handbook (RJP).
 - (h) Acetate Tow Supply Arrangements (BDB).
13. Dates of Future Meetings.

RS/DJA
9th November 1990

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