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7-6 TSRT 

Imperial Tobacco Limited

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(514) 932-5161

Jean-Louis Mercier  
Chairman and  
Chief Executive Officer

1st June, 1990

To: Mr. B.D. Bramley  
Mr. R.J. Pritchard  
Mr. U. Herter  
Mr. L.J. Saboia e Silva

c.c. Mr. A. Heard  
Dr. R. Salter

TSRT Minute #50  
Meeting 19th May 1990

At the Tobacco Strategy Review meeting on 18th May 1990, it was agreed that I should organize a meeting of Marketing directors from the CAC Tobacco Companies. The purpose of this meeting is to identify the business needs that should determine our Research Programme related to strategic product development within the Group.

I am proposing to hold this meeting in Canada (venue yet to be decided) on the 13/14th August. I believe there would also be a substantial benefit in having your Head of Marketing Research present in addition to your Marketing Director, but it is not an occasion for R&D personnel involvement.

Clearly, we have a considerable challenge in holding this meeting and producing a strategy paper for the next TSRT on 17th September. Thus, I would be grateful for your co-operation in support of this meeting, and for early confirmation of the availability of these people.

By the end of June, I will forward a proposed agenda for this meeting, together with any other additional information.

  
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