

## Trade Marketing responsibility for world-wide Duty Free

### Definition :

In the context of this brief, trade marketing responsibility defines which organisation within the BAT Group is responsible for implementing the trade marketing plan which includes trade classification, trade coverage, national account management and the implementation of in-store marketing and promotion activities.

### Europe RBU

#### *Area : North Europe*

Market	UK IB	Local	US IB	German	Brazilian	Danish	HW
Austria	BATCF	BATCF	BATCF	BATCF		BATCF	BATCF
Belgium	BATUKE	BATUKE	B&W	BATUKE		SKA	BATUKE
Denmark	BATUKE		B&W	BATUKE		SKA	BATUKE
Eire	BATUKE		B&W	BATUKE		SKA	BATUKE
Finland	BATUKE	BAT Fin	B&W	BATUKE		SKA	BATUKE
France	BATUKE		B&W	BATUKE		SKA	BATUKE
Germany	BATCF	BATCF	BATCF	BATCF		BATCF	BATCF
Greece	BATUKE		BATUKE	BATUKE		SKA	BATUKE
Holland	BATUKE	BATUKE	B&W	BATUKE		SKA	BATUKE
Iceland	BATUKE		B&W	BATUKE		SKA	BATUKE
Jersey	BATUKE		BATUKE	BATUKE		SKA	BATUKE
N.A.A.F.I	BATUKE		BATUKE	BATUKE			BATUKE
Norway	BATUKE		B&W	BATUKE		SKA	BATUKE
Sweden	BATUKE		B&W	BATUKE		SKA	BATUKE
UK	BATUKE		BATUKE	BATUKE		SKA	BATUKE

#### *Area : South Europe*

Market	UK IB	Local	US IB	German	Brazilian	Danish	HW
Albania	BATUKE		B&W	BATCF	SCruz		BATUKE
Croatia	BATUKE		B&W	BATCF		SKA	BATUKE
Greece	BATUKE		B&W	BATCF		SKA	BATUKE
Greek Cyprus	BAT Cyp	BAT Cyp	B&W	BAT Cyp			
Israel	BATUKE		B&W			SKA	BATUKE
Italy	BATUKE		B&W	BATCF		SKA	BATUKE
Malta	BATUKE		B&W	BATUKE		SKA	BATUKE
Portugal	BATUKE		B&W			SKA	BATUKE
Spain	BATUKE	Esp (LS)	B&W			SKA	BATUKE
Slovenia	BATUKE		B&W	BATCF		SKA	BATUKE
Switzerland	BATUKE	BAT Swi	BAT Swi	BATCF		SKA	BATUKE
Turk Cyprus	BATUKE		B&W			SKA	HW
Turkey			B&W	BATCF		SKA	HW

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**Comments :**

- B&W have requested that the responsibility for the US IB brands for Switzerland DF reverts back to them from BAT Swiss.
- Both HW and BATCF duplicate trade coverage in Southern Europe even though BATUKE has trade marketing responsibility e.g. Spain, Portugal, Switzerland, Italy.

*Area : Eastern Europe*

Market	UK IB	Local	US IB	German	Brazilian	Danish	HW
Bulgaria	BATUKE		B&W	BATCF			BATUKE
CIS	BATUKE	BAT Fin	B&W	BATCF	SCruz	SKA	BATUKE
Czec	BATUKE		B&W	BATCF			BATUKE
Hungary	BATUKE	BAT Pes	B&W	BATCF			BATUKE
Poland	BATUKE		B&W	BATCF			BATUKE
Romania	BATUKE		B&W	BATCF			BATUKE
Slovakia	BATUKE		B&W	BATCF			BATUKE

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**Asia Pacific RBU**

*Area : Far East*

Market	UK IB	Local	US IB	German	Brazilian	Skat	BW
Australia	Wills	Wills	Wills				Wills
Brunei	STC	STC	STC				STC
China	BAT CH		BAT CH				BAT CH
Hong Kong	BAT HK	BAT HK	B&W	BAT HK		BAT HK	BAT HK
Japan	BATUKE		B&W				BATUKE
Laos	BATUKE		BATUKE				BATUKE
Indonesia	BATUKE		B&W				BATUKE
Malaysia	MTC	MTC	B&W				MTC
Myanmar	BATUKE		B&W				BATUKE
New Zealand	Wills		Wills				Wills
Papua NG	Wills		Wills				Wills
Philippines	BATUKE		B&W				BATUKE
Singapore	STC		B&W				STC
South Korea	B&W		B&W				B&W
Taiwan	BATUKE		BATUKE				BATUKE
Thailand	BATUKE		B&W	BATUKE		SKA	BATUKE

*Comments :*

- In the Asia Pacific RBU all BATCo duty free business, whether International or local brands, comes under the responsibility and control of the Asia Pacific Regional Duty Free Manager.
- Duty Free trade marketing responsibility for the full BATCo portfolio reverts to the Operating Company when it exists.
- Even when an Operating Company has trade marketing responsibility for US IB brands, B&W still retains trade marketing control including account communication e.g. Wills Australia.

*Area : Asian Sub-continent*

Market	UK IB	Local	US IB	German	Brazilian	Skat	BW
Afghanistan	BATUKE	PTC	B&W				BATUKE
Bangladesh	BATUKE	BTC	B&W				BATUKE
Bhutan	BATUKE	ITC					
India	BATUKE	ITC	B&W				BATUKE
Maldives	BATUKE		B&W	BATUKE			BATUKE
Nepal	BATUKE	ITC	B&W				BATUKE
Pakistan	BATUKE	PTC	B&W				BATUKE
Sri Lanka	BATUKE	CTC	B&W	BATUKE			BATUKE

*Comments :*

- Asia Pacific RBU has trade marketing responsibility for the Asian sub-continent area on behalf of the AMESCO RBU.
- Due to the nature of the duty free business in this region e.g. large scale leakage to the domestic markets, it would be a sensitive issue for Operating Companies to take on trade marketing responsibility for international brands.

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**AMESCO RBU**

*Area : West Africa*

Market	UK IB	Local	US IB	German	Brazilian	Skat	HW
Benin	BATUKE		B&W				
Gambia	BATUKE		B&W				
Ghana	BATUKE	BAT Gh	B&W				
Ivory Coast	BATUKE		B&W				
Nigeria	BATUKE	NTC	B&W				
Togo	BATUKE		B&W				

*Area : East Africa*

Market	UK IB	Local	US IB	German	Brazilian	Skat	HW
Djibouti	BATUKE		B&W				BATUKE
Ethiopia	BATUKE		B&W				
Kenya	BATUKE	BAT Ken	B&W	BATCF			BATUKE
Sudan	BATUKE		B&W				
Tanzania	BATUKE		B&W				
Uganda	BATUKE	BAT Ug	B&W				

*Area : South Africa & Indian Ocean*

Market	UK IB	Local	US IB	German	Brazilian	Skat	HW
Madagascar	BATUKE		B&W				
Mauritius	BATUKE	BAT Mau	B&W				
Reunion	BATUKE		B&W				
Seychelles	BATUKE		B&W				BATUKE
South Africa	UTICo	UTICo	B&W				
Zimbabwe	BAT ZIM	BAT Zim	B&W				

*Area : North Africa & Other Middle East*

Market	UK IB	Local	US IB	German	Brazilian	Skat	HW
Algeria	BATUKE		B&W	BATUKE			BATUKE
Egypt	BATUKE		B&W	BATUKE		SKA	BATUKE
Jordan	BATUKE		B&W	BATUKE			BATUKE
Morocco	BATUKE		B&W	BATUKE		SKA	BATUKE
Syria	BATUKE		B&W	BATUKE			BATUKE
Tunisia	BATUKE		B&W	BATUKE		SKA	BATUKE
Yemen	BATUKE		B&W	BATUKE			BATUKE

*Comments :*

- Both HW and BATCF duplicate trade coverage in North Africa even though BATUKE has trade marketing responsibility e.g. Tunisia, Morocco, Egypt.

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*Area : Gulf Arabia \**

Market	UK IB	Local	US IB	German	Brazilian	Skat	BW
Abu Dhabi	BATUKE		B&W		SCruz		BATUKE
Bahrain	BATUKE		B&W				BATUKE
Dubai & NE	BATUKE		B&W		SCruz		BATUKE
Kuwait	BATUKE		B&W				BATUKE
Oman	BATUKE		B&W				BATUKE
Qatar	BATUKE		B&W				BATUKE
Saudi Arabia	BATUKE		B&W				BATUKE
Sharjah	BATUKE		B&W		SCruz		BATUKE

\* *Subject to ongoing discussions BAT / B&W*

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**Latin America RBU**

*Area : North America*

Market	UK IB	Local	US IB	German	Brazilian	Skat	HW
Canada		ITCC					
Mexico	BATUKE		B&W				
USA	B&W		B&W	B&W			B&W

**Comments :**

- Imperial Tobacco Canada have appointed PMI to distribute Players in mainland USA.
- Imperial Tobacco Canada undertake their own trade marketing for the US Pacific Islands.

*Area : Caribbean \**

Market	UK IB	Local	US IB	German	Brazilian	Skat	HW
Barbados	BAT Bar	BAT Bar	BAT Bar	BAT Bar			BAT Bar
Guyana	BATUKE	BAT Guy	BAT Guy				
Suriname	BATUKE	BAT Sur	BAT Guy				
Trinidad	WITCo	WITCo	WITCo	WITCo			WITCo
Other UK Islands	BATUKE		BATUKE				BATUKE
US Islands	B&W		B&W				

\* NB ARRANGEMENTS as per chart to take effect 1.1.94. Prior to this above accounts were called on by BATCo and B & W

*Area : Central America*

Market	UK IB	Local	US IB	German	Brazilian	Skat	HW
Costa Rica	BATUKE	Rep TC	B&W				
Guatemala	BATUKE	Tab Nat	B&W				
Honduras	BATUKE	Tab Hond	B&W				
Nicaragua	BATUKE	Tab Nic	B&W				
Panama	Tab Ist	TAB Ist	B&W				
Salvador	BATUKE	Cig Mor	B&W				

*Area : Latin America \**

Market	UK IB	Local	US IB	German	Brazilian	Skat	HW
Argentina	BATUKE		B&W				BATUKE
Brazil	BATUKE	SCruz	B&W	BATCF	SCruz		BATUKE
Chile	BATUKE	Chiletab	B&W				
Columbia	BATUKE		B&W				
Paraguay	BATUKE		B&W				
Uruguay	BATUKE		B&W				BATUKE
Venezuela	BATUKE	Bigon	B&W				

\* NB Subject to changes due to current discussions between BATCo and B & W

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