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TOBACCO STRATEGY GROUP

International Conference on Sales and Distribution TSG MEETING - MAY 11th 1994

1. International Sales and Distribution Conference Programme

→ The Conference will take place in Rio on the week from 24th to 28th, October 1994. The programme will follow the previously approved format, presented in the TSG Meeting of May 1993.

2. Number of participants

→ The total number of participants in the Conference can be split in the following table:

Job Titles	BAT Co	BAT Cf.	B & W	Imperial Tobacco	Souza Cruz	TOTAL
Sales Director	-	01	-	01	-	02
Mngr. Sales Strategy & Pl.	-	-	01	01	-	02
Divisional VP Business & Trade	-	-	01	-	-	01
Trade Mkt. Management (Staines)	09	01	-	-	01	11
National Sales Manager	26	01	-	-	01	28
Regional Sales Director (*)	-	-	-	05	-	05
Area Vice President (*)	-	-	05	-	-	05
Regional Sales Manager (*)	-	08	-	-	08	16
TOTAL	35	11	07	07	10	70

(*) These job titles have equivalent responsibilities.

Besides the above-mentioned participants from the sales and trade marketing management, all TSG members and the five Marketing Directors of Operating Groups are also being invited to join the Sales and Distribution Conference.

3. Estimated Costs

→ Souza Cruz will be in charge of seminar costs (organizations costs, fees and travel expenses of external speakers etc.), which are estimated at US\$ 100,000.

→ All specific / individual costs (accommodation, travel expenses etc.) will be covered by the attendees' companies. These expenses are estimated at US\$ 250,000.

→ Research and moderator costs will be split between the five operating groups, with the total amounting to US\$ 275,000 (US\$ 55,000 per operating group).

Considering the above mentioned costs, the Conference total costs will amount to US\$ 625,000.

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