

SENT BY: IMPERIAL TOBACCO LTD ; 9- 5-91 ; 9:30AM ;

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TO: MR. ALAN L. HEARD

FROM: PATRICK J. DUNN

DATE: SEPTEMBER 5, 1991

Suggestions for Upcoming R&D Meeting

In order to understand the industry environment and the context in which specific projects fit within the respective countries, I suggest that our meeting open with an update (approximately 20 minutes each) of:

1. Industry update i.e. Volume, Market Share, SWAT over the past 5 years, as well as recent competitive developments.
2. Government and/or regulatory developments i.e. New Warnings, Printed Delivery Requirements, Fine Cut, Cigars, Methodology, Taxation Issues, Additive Requirements.

It would be advantageous to have an update/review on the application of DEER within the Group.

I concur with all points on agenda as outlined in your August 23 fax.

PJD:eb

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BATCo document for Province of British Columbia 26 October 1999