

10(G)
The Assembly
of

To: Mr. M.F. Broughton
Mr. B.D. Bramley
Mr. R.J. Pritchard
Mr. U. Herter
Mr. A. Monteiro de Castro
Mr. J-L. Mercier

Tobacco Strategy Review Team

Item 10(b) of the agenda for the Tobacco Strategy Review Team meeting due to be held on 6th September calls for a management view on the priorities for Group research, which can then be conveyed to Alan Heard as a briefing for the Research Conference.

The Chairman would now like to extend this to a more general discussion, which will be held before Mr. Heard joins the meeting, of the role and application of fundamental research within the Group.

A particular issue which he would like to discuss is the potential for improving the effectiveness, including the cost-effectiveness, in choosing the right projects to develop the specific expertise required to produce cigarettes which can provide the Group with a significant competitive advantage in the market.

RSalt

R. Salter

RS/DB
22nd July 1991

502599881