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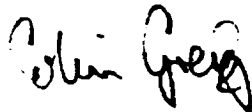
CCG/JJ

17th March, 1983.

Re: Smoking and Health concern in BAT's trading territories

A recent suggestion for a presentation on technology transfer revealed that we did not possess any ready-reference tables showing the differing levels of S&H concern in the trading areas of BAT's interest.

In consultation with Bob Ely of Public Affairs we have drawn up two lists (attached) which rate various countries in terms of S&H concern into 3 or 5 categories. These serve both the original purpose and, hopefully, will be of reference use to product technologists in their liaison functions with various companies world wide.



C.C. GREIG

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NATIONAL CONCERN OVER S & H (however manifested)

If we have 3 categories

<u>LOW</u>	Canary Islands	Nicaragua
	Cyprus	Sierra Leone
	Ghana	Suriname
	Guyana	Zaire
	Liberia	Zambia
	Malawi	Zimbabwe
	Malta	
<u>MEDIUM</u>	Argentina	Indonesia
	Bangladesh	Kenya
	Barbados	Mauritius
	Belgium	Nigeria
	Brazil	Panama
	El Salvador	South Africa
	Guatemala	Sri Lanka
	Honduras	Trinidad
	India	
<u>HIGH</u>	Australia	Netherlands
	Canada	New Zealand
	Chile	Norway
	Costa Rica	Pakistan
	Denmark	Singapore
	Finland	Switzerland
	Great Britain	U.S.A.
	Hong Kong	Venezuela
	Malaysia	West Germany
	Mexico	

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If we have 5 categories

<u>LOW</u>	Canary Islands	Malawi
	Cyprus	Sierra Leone
	Ghana	Suriname
	Liberia	Zaire

<u>LOW TO MEDIUM</u>	Bangladesh	Nicaragua
	Guyana	Zambia
	India	Zimbabwe
	Malta	

<u>MEDIUM</u>	Argentina	Kenya
	Barbados	Mauritius
	Belgium	Nigeria
	El Salvador	Panama
	Guatemala	South Africa
	Honduras	Sri Lanka
	Indonesia	

<u>MEDIUM TO HIGH</u>	Brazil	Pakistan
	Chile	Trinidad
	Denmark	Venezuela
	Mexico	West Germany
	Netherlands	

<u>HIGH</u>	Australia	Malaysia
	Canada	New Zealand
	Costa Rica	Norway
	Finland	Singapore
	Great Britain	Switzerland
	Hong Kong	U.S.A.

RLOE/SEM
16th March, 1983

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