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ALB/DET

28th July 1986

Following letter sent to No.1s:

Argentina	
Belgium	New Zealand
Chile	Pakistan
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Finland	Singapore
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Hongkong	Sri Lanka
Indonesia	Switzerland
Kenya	Venezuela
Malaysia	BATUKE

Product Development Steering Group Reports

In the re-organisation of the company last year, our research establishment in Southampton previously known as the Group Research & Development Centre, became part of BAT UK & Export Ltd. Although no longer a group facility, and with its primary function centred on providing R&D services to BATUKE, it was recognised that it would, nevertheless, continue to fulfil an R&D role for other BATCo operating companies. Thus, experimental work and product development projects are planned to meet the current and future needs of other operating companies as well as BAT UK & E. (There may be examples of product development needs that could be better achieved using one of the other R&D centres, e.g. Brown & Williamson or BAT Cigarettenfabriken, and I am currently exploring means of opening up this route.)

Following the demise of the MPDC (Millbank Product Development Committee), it was decided to set up a Steering Group chaired by the Marketing Director of BAT UK & Export but having representation from Millbank in order to ensure that the interests of other operating companies are represented where appropriate in the formulation of the programme of BATUKE R&D Centre. This group will meet quarterly and to keep operating companies informed of interesting development which might have application in their territories, a PDSG report will be prepared covering such developments and distributed to operating companies at appropriate intervals during the year. The first report, produced by Dr. Taj Hirji, is attached and this, being the first, also includes details about the formation of the Group, its terms of reference and modus operandi. It also includes a brief summary of current projects which come within the purview of the group.

You will, of course, note that the report should receive carefully controlled distribution as contents are obviously restricted, but I would ask you to ensure that this and all future reports are seen by both R&D and Marketing Management in your company. I am proposing to send a questionnaire to you shortly to elicit needs, but would welcome any short-term feedback.

With kind regards,
Yours sincerely,

A. L. Heard

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Research Co-ordinator

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