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**Marketing Committee Meeting**

**17<sup>th</sup> February 2000**

**Agenda**

**Held in the Boardroom  
14:00 hrs onwards**

**1. Strategic Imperative :**

**"Establish an Excellent Trade Marketing and Distribution Capability in End Markets"**

A presentation by the Trade Marketing Top Team of the progress made by British American Tobacco towards the achievement of this strategic imperative.

Hans Niedermann	: Head of TM&D
Wim van Steenkiste	: Global Accounts Development Manager
Chris Ive	: Head of Supply Chain Efficiency
Robert Hoes	: Head of PoP Management
Neil Coupland	: Head of TM&D Organisation, Process & Systems

**1.1 Review of 1999**

- Distribution
- The Merger
- Horeca
- Outstanding Challenges

**1.2 Future Plans**

- P.O.P & Retail Media
- Account Management
- Field Support Systems

**BRITISH AMERICAN  
TOBACCO**

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