



BRITISH-AMERICAN TOBACCO COMPANY LIMITED

TO: Keith Dunt
CC: Chris Burton
FROM: Jorge Jezerskas
DATE: 11 October 1994
SUBJECT: The Roof of the Americas Expedition

10 OCT 1994

Keith, following you will find details of The Roof of the Americas Expedition.

1) Guyana :

The expedition took place between 31 August-16 Sept. ✓

Cost to BAT £ 17 K. ✓

PR benefit . None because Demerara Tobacco Co had no profits and no dividends will be given to the minor shareholders. ✓

2) Argentina :

The expedition will arrive 28 Nov -18 Dec. Claiming the Aconcagua Mountain its been added as a new programme to the expedition. ✓

Cost to BAT £ 12 K.

PR benefit. None . During this month discussions between Argentina and UK regarding the Falkland Islands have been developing in a negative way.

The British Ministry of Defence and the Foreign Office are using this expedition as a PR plan .

Nobleza-Piccardo wont develop any PR plan because showing that NP is sponsoring a British Expedition could be negative in the public opinion and government officials.

In the other side the British Expedition will arrive at the Puerta del Inca , Argentinean Military Training Base which is located 1.300 Km from Buenos Aires so developing a press conference in this place will increase the cost of sponsoring the expedition and its not included in NP budget. ✓

3) Chile :

Expedition will be held between 4 January-30 March 1995

Cost to BAT £ 17 K.

PR benefit . Chiletobacos its developing a PR programme. ✓

MARIA.
pl. Wilc
you know where it is !!
- where
- where it is !!
K

MILLBANK KNOWLE GREEN STAINES MIDDLESEX TW18 1DY

500043131