



Business Development, Corporate Affairs & Corporate Communications  
EU Affairs Office

[ 4.1 (b) ]

Head of Unit, Economic Partnership Agreements – African, Caribbean and Pacific, Overseas Countries and Territories (Unit D2)  
Directorate General for Trade  
European Commission  
B-1049 Brussels, Belgium

[ 4.1 (b) ]

Brussels, October 30, 2014

**Request for meeting**

Dear [ 4.1 (b) ]

JTI is a leading tobacco products manufacturer. Today our company has over 27,000 employees and operations in 120 countries worldwide. JTI's strong footprint in the European Union (EU) includes nearly 10,000 employees, an estimated €20,5 billion excise and VAT contribution for 2013, 25 offices spread throughout almost all EU Member States, 7 factories (UK, Spain, Belgium, Germany, Sweden, Poland and Romania) and 4 R&D Centers (UK, Germany, Austria and Poland).

We are aware that tobacco is a controversial product and our industry is subject to strict regulations in all markets around the world. Much of this regulation has been designed to address public health concerns. JTI fully complies with these regulations and is committed to the development of reduced-risk products.

However, we are now observing attempts by certain governments and organizations to introduce trade restrictive policies concerning tobacco which are negatively affecting our business without contributing to any public health objective. There are initiatives to exclude tobacco from trade agreements and establish parallel dispute settlement systems outside the WTO for tobacco related trade disputes. In parallel, certain governments are introducing trade restrictive domestic tobacco regulations with no proven public health benefit. We also experience that some of the EU's trading partners are pursuing protectionist trade policies with regard to tobacco products.

I would very much welcome the opportunity to meet with you so as to further discuss these serious regulatory developments. To this end, please allow me to kindly suggest Tuesday, November 4, 2014 or Thursday, November 6, 2014 of next week as possible dates for this meeting.

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