

From: Cooper, Brett [<mailto:Brett.Cooper@pmi.com>]
Sent: 28 May 2013 10:58
To: [REDACTED]
Cc: Dardis, Eoin
Subject: EU - TPD Roland Berger Economic Impact Report

Dear [REDACTED]

Further to our meeting on January 30th, I would like to share with you an Economic Impact Report and Synopsis completed by Roland Berger on the TPD. Roland Berger Strategy Consultants were commissioned by Philip Morris International (PMI) to assess the potential economic impact of the new TPD. The study analyses the impact of the new TPD on the tobacco sector for EU Member states' economies in relation to employment and tax revenue.

We feel this would be useful for the Department in your review of the TPD and the potential impacts on the UK.

Please let me know if you need any additional information.

Regards

Brett Cooper
Philip Morris Ltd
Ph: +44 (0) 20 7076 6000

Email: Brett.Cooper@pmi.com

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No.1 Parkshot, Richmond upon Thames, TW9 2RD, United Kingdom
Registered in England. Registration No.: 03619145*

From: Cooper, Brett [<mailto:Brett.Cooper@pmi.com>]
Sent: 02 April 2013 16:49
To: [REDACTED]
Cc: 'Inkster, Martin'; 'Dardis, Eoin'
Subject: Supplemental information regarding the impact of standardised tobacco packaging on costs, consumption, jobs and the U.K. economy - Email 2

Dear [REDACTED]

As per my previous email, please find attached the remaining annexes referenced in our submission.

Thanks

Regards

Brett Cooper
Ph: +44 (0) 20 7076 6000

Email: Brett.Cooper@pmi.com

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From: Cooper, Brett
Sent: 02 April 2013 16:46
To: [REDACTED]
Cc: Inkster, Martin; Dardis, Eoin
Subject: Supplemental information regarding the impact of standardised tobacco packaging on costs, consumption, jobs and the U.K. economy - Email 1

Dear [REDACTED]

Further to our meeting on 30th January 2013, you asked Philip Morris Limited (PML) to provide our views on the DH Impact Assessment questions on plain packaging. We would like to thank you for offering us this opportunity to submit our comments.

We have sent the information to you last week via mail. The same information is now attached, which includes our submission 'Supplemental information regarding the impact of standardised tobacco packaging on costs, consumption, jobs and the U.K. economy', along with the annexes referenced in our submission. I will send another email shortly with additional annexes as I could not fit them all on the one email.

I would welcome the opportunity to meet again to specifically discuss the contents of our submission with you.

Regards

Brett Cooper
Ph: +44 (0) 20 7076 6000

Email: Brett.Cooper@pmi.com

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From: Inkster, Martin [<mailto:Martin.Inkster@pmi.com>]
Sent: 25 March 2013 12:26
To: [REDACTED]
Cc: Cooper, Brett
Subject: Response to Letter 21 February

Dear [REDACTED]

Please find my response to [REDACTED] in response to his letter of 21st February. I have sent this in the mail today to yourself and [REDACTED], however I felt I should send it via email also. I do not have [REDACTED]'s email address, hence if you could forward this to him it would be greatly appreciated.

Many thanks,

Martin Inkster
Managing Director

From: Inkster, Martin [mailto:Martin.Inkster@pmi.com]
Sent: 04 March 2013 14:39
To: [REDACTED]
Cc: Cooper, Brett; Dardis, Eoin
Subject: PMI Comments on the TPD

Dear [REDACTED]

Further to our meeting on 30th January 2013, you asked Philip Morris Limited (PML) to provide our views regarding certain aspects of the European Commission's pending proposal for a new Tobacco Products Directive, COM(2012) 788 final (TPD). We would like to thank you for offering us this opportunity to submit our comments.

Please find our views attached along with 2 appendices referred to in our submission.

The points raised in the attached are by far not exhaustive. The deficiencies we highlight are merely illustrative of an overall approach by the Commission which fails to provide a data-driven, evidence-based analysis coupled with fair and transparent consideration of all relevant issues. Should the Department wish to obtain more detailed information about our views on the Commission's Impact Assessment, please let me know.

I would welcome the opportunity to meet again to specifically discuss the TPD with you.

Yours Sincerely,

Martin Inkster
Philip Morris Ltd.

From: Cooper, Brett [mailto:Brett.Cooper@pmi.com]
Sent: 07 February 2013 18:52
To: [REDACTED]
Cc: Inkster, Martin; Dardis, Eoin
Subject: Follow Up

Dear [REDACTED]

Thank you again for meeting with us last week to discuss the consultation and impact assessment on standardised packaging. As discussed in the meeting, we will provide written feedback to the questions in the IA that were sent to me recently, with the exception of commercially sensitive information pending further internal review.

In the meantime, I have attached or provided links to the various reports and studies we discussed on the day, including:

- SKIM - *The impact of standardized packaging on the illicit trade in the UK – attached*
- Transcrime - *Plain Packaging and the Illicit Trade in the UK – link:*
<http://transcrime.cs.unitn.it/tc/1069.php>

- Transcrime – UK Factbook of the Illicit Trade in Tobacco – link :
<http://transcrime.cs.unitn.it/tc/1104.php>
- PML submission to the consultation in 2012. I understand you have this already, however I thought I would provide it again as this includes relevant information we discussed on the day – link:
[http://www.pmi.com/eng/tobacco_regulation/submissions/documents/Submission%20and%20All%20Annexes%20\(combined\).pdf](http://www.pmi.com/eng/tobacco_regulation/submissions/documents/Submission%20and%20All%20Annexes%20(combined).pdf)
- Rupert Darwall summary and full report on the consultation and Impact Assessment - attached

We will be in contact in the near future with further information on the questions in the IA as we discussed at our meeting.

Thanks

Regards

Brett Cooper

Ph: +44 (0) 20 7076 6000

Email: Brett.Cooper@pmi.com

My email has changed from Brett.Cooper@pmintl.com to Brett.Cooper@pmi.com - Please kindly update your records.
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Registered in England. Registration No.: 03619145

From: Inkster, Martin [<mailto:Martin.Inkster@pmi.com>]

Sent: 30 January 2013 14:01

To: [REDACTED]

Cc: 'Cooper, Brett'

Subject: Meeting today 30 January 2012

Dear [REDACTED]

Thank you for meeting with us today. We appreciated the opportunity to discuss the Impact Assessment consultation documents with you and your colleagues. As discussed, we will send the reports we provided to you today over the coming week via email. In addition, we will work on a written response to your questions as soon as possible.

Thanks again and please let us know if you have any queries on the information we provided today.

Best regards,

Martin Inkster.

From: Cooper, Brett [mailto:Brett.Cooper@pmi.com]

Sent: 28 January 2013 19:48

To: [REDACTED]

Cc: [REDACTED]

Subject: Re: Tobacco: Consultation on standardised packaging of tobacco products

Dear [REDACTED]

The attendees for Philip Morris will be:

Martin Inkster
Eoin Dardis, and
Myself

Thanks

Regards,

Brett Cooper
[REDACTED]

On Jan 24, 2013, at 1:24 PM,

[REDACTED] wrote:

Dear Brett

Could you please let me have the names of the people who will be accompanying you from PMI so that we may inform Reception.

Many thanks

[REDACTED]
Tobacco & Public Health Responsibility Deal Department of Health 7th Floor North,
Wellington House
133 - 155 Waterloo Road, London SE1 8UG

[REDACTED]

From: [REDACTED]
Sent: 22 January 2013 12:45
To: Cooper, Brett
Cc: [REDACTED]
Subject: Tobacco packaging meeting Wednesday 30 Jan 2013

Mr Cooper

Prior to our meeting next Wednesday, I thought it would be helpful to set out the DH approach to handling confidential, commercially sensitive, information - please see the letter attached. We look forward to the meeting and will be happy to discuss this matter further then.



Philip Morris letter
22 Jan 20...

[REDACTED]
 Tobacco Control Programme
 Dept of Health
 [REDACTED]

[REDACTED]
 21/01/2013 15:46

To "Cooper, Brett" <Brett.Cooper@pmi.com>

cc [REDACTED]

Subject Re: Tobacco: Consultation on standardised packaging of tobacco products

Dear Brett

Just to confirm the above meeting for Wednesday 30th January, from 10.00 - 11.30am, in Room LG02 at Wellington House. I attach map.

[attachment "map1.doc" deleted by [REDACTED]/OIS/DOH]

[REDACTED]
 PA to Tabitha Brufal, Deputy Director
 Tobacco & Public Health Responsibility Deal

Department of Health
7th Floor North, Wellington House
133 - 155 Waterloo Road, London SE1 8UG

[Redacted]

"Cooper, Brett"
<Brett.Cooper@pmi.com>
17/01/2013 13:38

To [Redacted]
cc [Redacted]

Subject Re: Tobacco: Consultation on standardised packaging of tobacco products

Dear [Redacted]

Thank you very much. That time is perfect.

All the best.

Regards,

Brett Cooper
[Redacted]

On Jan 17, 2013, at 2:15 PM, "[Redacted]" wrote:

Brett

You rang to let me know that 24th would be difficult and suggested 30th January. I've checked everyone's calendar and this date would be ok for all concerned from 10.00 - 11.30am.

Please confirm.

[Redacted]
PA to Tabitha Brufal, Deputy Director
Tobacco & Public Health Responsibility Deal
Department of Health
7th Floor North, Wellington House
133 - 155 Waterloo Road, London SE1 8UG

Tel: 020 7972 3385

E-mail: [Redacted]

[Redacted]

15/01/2013 17:11

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To

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"Cooper, Brett" <Brett.Cooper@pmi.com<mailto:Brett.Cooper@pmi.com>>

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cc

<ecblank.gif>

[Redacted]

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Subject

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Re: Tobacco: Consultation on standardised packaging of tobacco products<doclink.gif><Notes://DHSRVRTW450/002565D0005AF33B/273A7A30D568140C85256189007C8D6E/4383E47A7D5FB5E080257AF0004CE3DA>

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Dear Brett

Afternoon of 22nd January not good for everyone here, I would like to suggest Thursday 24th from 11.00 - 12.30pm.

[Redacted]

PA to Tabitha Brufal, Deputy Director
Tobacco & Public Health Responsibility Deal
Department of Health
7th Floor North, Wellington House
133 - 155 Waterloo Road, London SE1 8UG

Tel: 020 7972 3385

[Redacted]

<graycol.gif>"Cooper, Brett" <Brett.Cooper@pmi.com<mailto:Brett.Cooper@pmi.com>>

"Cooper, Brett" <Brett.Cooper@pmi.com<mailto:Brett.Cooper@pmi.com>>

11/01/2013 13:59

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To

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[Redacted]

<ecblank.gif>

cc

<ecblank.gif>

[Redacted]

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Subject

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Re: Tobacco: Consultation on standardised packaging of tobacco products

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Thank you [Redacted]

We are happy to reschedule the meeting, however, I am still unable to do the 21st. Are there any other dates that would be suitable? Anytime in the afternoon of the 22nd from 1.30pm would be good for me. If not, please let me know some alternative dates that might be suitable for the department.

I will also be able to provide you the attendees from PMI once we have the date locked in.

Many thanks

Regards,

Brett Cooper

[Redacted]

On Jan 10, 2013, at 7:59 PM,

[Redacted]

[Redacted] wrote:

This is to let you know that we are now unable to go ahead with the meeting on 17th January as an urgent issue has arisen and would like to check if you would be able to do 21st January from 10.00 - 11.30am, previously suggested.

[Redacted]

PA to Tabitha Brufal, Deputy Director

Tobacco & Public Health Responsibility Deal
Department of Health
7th Floor North, Wellington House
133 - 155 Waterloo Road, London SE1 8UG

Tel: 020 7972 3385

[Redacted]

[Redacted]

27/12/2012 15:54

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To

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"Cooper, Brett" <Brett.Cooper@pmi.com<mailto:Brett.Cooper@pmi.com><mailto:Brett.Cooper@pmi.com>>

<ecblank.gif>

cc

<ecblank.gif>

[Redacted]

<ecblank.gif>

Subject

<ecblank.gif>

RE: Tobacco: Consultation on standardised packaging of tobacco products<doclink.gif><Notes://DHSRVRTW450/002565D0005AF33B/38D46BF5E8F08834852564B500129B2C/2BAA316A440EF17880257AD400608DCD>

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Just to confirm mtg arranged for 17th January, from 11.00 - 12.30pm, in Room 727 at Wellington House. Could you please confirm the names of people coming your side.

Many thanks

[Redacted]

PA to Tabitha Brufal, Deputy Director
Tobacco & Public Health Responsibility Deal
Department of Health
7th Floor North, Wellington House
133 - 155 Waterloo Road, London SE1 8UG

Tel: 020 7972 3385

E-mail:

[Redacted]
[Redacted] <<mailto:Brett.Cooper@pmi.com>>

"Cooper, Brett" <Brett.Cooper@pmi.com<mailto:Brett.Cooper@pmi.com>><mailto:Brett.Cooper@pmi.com>>

14/12/2012 17:34

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To

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[Redacted]

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cc

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[Redacted]
[Redacted]
[Redacted]

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Subject

<ecblank.gif>

RE: Tobacco: Consultation on standardised packaging of tobacco products

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Thank you [Redacted]

The 17th is a good date for me. Hence, let's lock it in for that day at 11.00am.

Thank you for providing some additional dates.

Regards

Brett Cooper
Ph: +44 (0) 20 7076 6000

[Redacted]

Email:

Brett.Cooper@pmi.com<mailto:Brett.Cooper@pmi.com><BLOCKED::blocked::mailto:Brett.Cooper@pmintl.com>

My email has changed from

Brett.Cooper@pmintl.com<mailto:Brett.Cooper@pmintl.com><mailto:Brett.Cooper@pmintl.com> to

Brett.Cooper@pmi.com<<mailto:Brett.Cooper@pmi.com>><<mailto:Brett.Cooper@pmi.com>> - Please kindly update your records.

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[Redacted]
14/12/2012 12:05

To Brett Cooper

cc [Redacted]

bcc

Subject RE: Tobacco: Consultation on standardised packaging of tobacco products

Mr Cooper

Thank you for your reply.

As requested here is a note of the topics we wild like to discuss in the meeting.

We suggest that it would be helpful to start with a discussion of commercial confidentiality, DH responsibilities under FOI and for DH to explain how we would intend to use any information you are able to provide.



- Note for meeting with Philip Morris on the IA for standardised tobacco packaging.doc

We look forward to the meeting

[Redacted]
Tobacco Control Programme
Dept of Health

[Redacted]

From:

[Redacted]

Sent: 14 December 2012 11:30

To: Cooper, Brett

Cc:

[Redacted]

>

[Redacted]

Subject: RE: Tobacco: Consultation on standardised packaging of tobacco products

Thank you for your e-mail. I would like to offer following dates:

17th January 11.00 - 1.00pm

21st January 10.00 - 12.00pm.

[Redacted]
PA to Tabitha Brufal, Deputy Director
Tobacco & Public Health Responsibility Deal
Department of Health
7th Floor North, Wellington House
133 - 155 Waterloo Road, London SE1 8UG

Tel: 020 7972 3385

E-mail:

[Redacted]

<graycol.gif>"Cooper, Brett"

<Brett.Cooper@pmi.com<mailto:Brett.Cooper@pmi.com><mailto:Brett.Cooper@pmi.com>>

"Cooper, Brett" <Brett.Cooper@pmi.com<mailto:Brett.Cooper@pmi.com><mailto:Brett.Cooper@pmi.com>>

30/11/2012 11:37

To

[Redacted]

cc

[Redacted]

Subject

RE: Tobacco: Consultation on standardised packaging of tobacco products

ecblank.gif> <ecblank.gif>
Dear [REDACTED]

Thank you for the invitation and response to my letter sent earlier this week to [REDACTED] (attached). Please know that I have commitments in December through the holidays and into early January. I will be travelling much of that time and will not return to London until January 11. I would be grateful if you could propose dates and times after January 11 that would be suitable to the Department.

I look forward to hearing from you.

Many thanks.

Regards

Brett Cooper
Ph: +44 (0) 20 7076 6000
[REDACTED]

Email:
Brett.Cooper@pmi.com<mailto:Brett.Cooper@pmi.com><BLOCKED::blocked::mailto:Brett.Cooper@pmintl.com>

My email has changed from
Brett.Cooper@pmintl.com<mailto:Brett.Cooper@pmintl.com><mailto:Brett.Cooper@pmintl.com> to
Brett.Cooper@pmi.com<mailto:Brett.Cooper@pmi.com><mailto:Brett.Cooper@pmi.com> - Please kindly update your records.

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From:
[REDACTED]

Sent: 29 November 2012 14:07

To: Cooper, Brett

Cc:
[REDACTED]

Subject: Tobacco: Consultation on standardised packaging of tobacco products

I refer to letter dated 14th November from [REDACTED], inviting representatives of Philip Morris to meet with DH analysts to discuss developing the Impact Assessment for tobacco packaging. I should be grateful if you would let me have your availability for following dates, for a meeting lasting between 60 - 90 mins at DH.

- 17th Dec 3.00 - 5.00pm
- 20th Dec 11.00 - 3.00pm
- 8th Jan 10.00 - 12.00pm
- 9th Jan 2.00 - 4.00pm

[REDACTED] will be providing further information before the meeting.

Many thanks

[REDACTED]
PA to Tabitha Brufal, Deputy Director
Tobacco & Public Health Responsibility Deal
Department of Health
7th Floor North, Wellington House
133 - 155 Waterloo Road, London SE1 8UG

Tel: 020 7972 3385

E-mail:
[REDACTED]

From: [REDACTED]
Sent: 14 November 2012 12:17
To: 'Brett.Cooper@pmi.com'
Cc: [REDACTED] Brufal,
Tabitha
Subject: Re: Philip Morris Invitation to Meet DH Analysts

Dear Mr Cooper

I do apologise - I see that I have called you "Mr Ross" in error!

[REDACTED]

[REDACTED]
14/11/2012 11:48



Philip Morris
Invitation.doc

To Brett.Cooper@pmi.com

cc [REDACTED]

Subject Philip Morris Invitation to Meet DH Analysts

Dear Mr Ross

Please find attached a letter inviting representatives of Philip Morris to meet DH analysts to discuss developing the Impact Assessment for tobacco packaging.

I hope that you will feel able to take up this offer.

I would be happy to clarify any points if that would be helpful.

[REDACTED]
Tobacco Control Programme
Dept of Health
[REDACTED]