

GINIES Celine (SANCO)

From: SCHNICHELs Dominik (SANCO)
Sent: 15 December 2011 20:07
To: AMPELAS Anna Eva (SANCO); MAUNU Antti (SANCO); GINIES Celine (SANCO)
Subject: FW: Matrix Insight 15 December final.pptx
Attachments: Matrix Insight 15 December final.pptx

Follow Up Flag: Follow up
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FYI and registration. Dominik

From: Kindstrand-Isaksson Cecilia(STO) [<mailto:Cecilia.Kindstrand-Isaksson@swedishmatch.com>]
Sent: Thursday, December 15, 2011 2:42 PM
To: SCHNICHELs Dominik (SANCO)
Cc: Usman Khan; Kamilah Khatib; Hildingsson Patrik (STO)
Subject: Matrix Insight 15 December final.pptx

Dear Mr. Schnichels,

As you may be aware, Swedish Match and Matrix Insight had a meeting this morning regarding the revision of the TPD, from a smokeless tobacco perspective.

I would like to thank you for the opportunity to meet with Matrix and while this segment is not very well mapped at the moment, I hope they found our presentation and the discussion helpful in order to understand the size of the European smokeless market. The presentations also covers areas in the current tobacco products directive which we believe creates distortions on the internal market and which undermines efforts to enhance public health. I hope that the information provided will be helpful for the Commission during the impact assessment process. I am taking the liberty of sending you this presentation (attached) for your information.

I have also attached a legal opinion that Professor Tridimas has written for Swedish Match, where he outlines regulatory concerns regarding article 8 in the current TPD. I hope that you will find this paper of interest as well.

Please let me know if you have any questions.

All the best,

Cecilia Kindstrand Isaksson
Director Public Affairs, Swedish Match

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