



## **SUSTAINABILITY VIDEO**

### **Corporate behaviour at BAT: A day in the life**

#### **Claire Spendlove** **Anti-Illicit Trade Intelligence Unit Lab Manager, UK**

I'm Claire Spendlove. The anti-illicit trade intelligence unit laboratory in British American Tobacco is responsible for authenticating our products on behalf of the Group.

Day to day work in the lab is pretty diverse so some days we'll be analysing samples from all over the world trying to find out if they're real or counterfeit, and if they're counterfeit, trying to find out where they came from, comparing it to our massive sample library and hopefully establishing the source.

Other days we'll be out working with law enforcement and doing some education and training on how to identify counterfeit, what to look for if it's a suspicious product. We talk to all our key stakeholders and all the central functions to try and help them understand how they can help to fight illicit trade as well.

In the lab we work really closely with law enforcement, so there's an awful lot of intelligence collection and gathering that we do to ultimately find out who is behind it and hopefully close them down.

#### **Valentin Canura** **Anti-Illicit Trade Manager, Romania**

My name is Valentin Canura. In 2008, I was appointed as an AIT project manager for Romania.

Since 2010, when we faced the biggest duty non-paid volume in the Romanian market ever, after two media campaigns and a lot of engagement with local authorities, European authorities and the International Monetary Fund, we've been successful to drop the business of smugglers from 36% to 15%.

So we are working very close with customs in Romania, we are working very close with the border police, for example, to share with them what we've got in terms of information. We engage with all the stakeholders, we mobilise every government representative to understand that it is their role and it's for their benefit that you stop this smuggling phenomenon.

#### **Cristian Cojita** **Trade Marketing Representative, Romania**

My name is Cristian Cojita. I'm a trade marketing representative and I'm working for BAT since February 2010.

I have to be sure that shop assistants and owners understand and execute clearly our Principles in terms of preventing underage smoking, not selling tobacco products without the pre-check of their customers' age when it is necessary.

The first and most important local regulation is about the communication at the point of sale. There has to be a strong connection in the market between distribution and marketing and between British American Tobacco and our customers. The best strategy to build a relationship is to communicate as much as time allows you to with shop assistance and owners.