



ECMA

EUROPEAN CIGAR MANUFACTURERS ASSOCIATION

European Commission DG Agriculture and Rural Development
Mr Jesus ZORRILLA TORRAS
Head of Unit Wine, alcohol, tobacco, seeds and hops
130, Rue de la Loi
B - 1049 BRUSSELS
Belgium

Tilburg, 9 May 2011

Dear Mr. Zorrilla Torras,

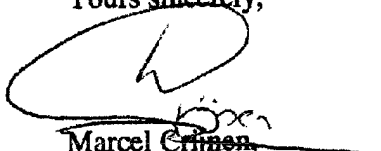
We have the pleasure to inform you that Mr Ad Wintermans, CEO and owner of the Royal Dutch Agio Cigars, has recently been elected as president of the European Cigar Manufacturers Association (ECMA). ECMA is the trade association of cigar manufacturers in the Member States of the European Union. Together the ECMA members account for over 90% of the cigars produced and sold in the European Union. Cigar consumption represents approximately 0,8% of the yearly EU consumption of tobacco products.

In September 2010 DG SANCO launched a public consultation on the revision of the Tobacco Products Directive (2001/37/EC). According to the roadmap that was published together with the Commission Work Programme 2011, a proposal for a revision of this Directive is expected to be adopted in the 1st quarter of 2012, after an Impact Assessment in 2011.

ECMA fears that many of the options mentioned in the consultation document would disproportionately disadvantage the - mainly small to medium sized - manufacturers of cigars. As your Directorate General will be involved in the upcoming Impact Assessment process, Mr Wintermans would highly appreciate to be given the opportunity to present himself, ECMA and our views as regards the revision of the Directive in more detail during a personal meeting.

May we take the liberty to contact you by phone during the next few days in order to discuss the possibility of such a meeting?

Yours sincerely,


Marcel Crijnen
Secretary General