

Lobbying Presentation

Philip Morris
International Inc.



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Philip Morris International Inc.

- Founded by Philip Morris in 1847.
- Headquarters: New York
- Products: Cigarettes, cigars, tobacco and rolling papers.
- Revenue: 79.82 billion USD



73,500

Employees around
the World



400+

R&D scientists,
engineers and
technicians working
on smoke-free
products



180+

Markets where our
products are sold



150

Million consumers
worldwide



6

of the world's top
international 15
brands, including
Marlboro



38

Production facilities
worldwide

Who they are

- Philip Morris International is a leading international tobacco company, with a diverse workforce of around 73,500 people who hail from every corner of the globe.



Brands owned by Philip Morris



PHILIP MORRIS INTERNATIONAL

Name: **Philip Morris International Inc.**

Acronym: PMI

Identification number in the register: 51925911965-76

Registration date: 07/07/2009

Category

II - In-house lobbyists and trade/professional associations

Subcategory

Companies & groups

MEETINGS WITH EUROPEAN COMMISSION: 3



Estimation of the
annual costs
related to
activities:

- 1,250,000 € - 1,499,999 €



Information of the annual costs related to activities: 1,250,000 € - 1,499,999 €



**PMI Lobby in
the Belgium
representative
office**

Number of persons involved: 8

- 2 declared full time and 6 with EP accreditation.
- Working in a Belgium office in Brussels

Total expenditure



5,190,000 in total expenditures for 2019





- What lobbying was carried out, by whom (in-house, associations or external), and how (if possible) the lobbying was done (target: Council, Commission, Parliament. Campaign? Media?)
- 32 lobbyists confirmed for 2019.
- 23 revolvers
- *The revolving door* is the practice of government regulators, Congressional staff and members of Congress taking new jobs with lobbying firms and private sector organizations that they used to oversee. Reverse revolvers are basically the opposite. It is those who go the other direction which is from the private sector to positions in the government.



Objectives -
especially if there is
a particular issue
being defended

- We can see. That in 2013 PMI spent EUR 5.25 million in EU. Only for this year because it was to answer to the new rules adopted:

- the introduction of pictorial warnings to cover 65 per cent of cigarette packs by 2016.

- ban flavoured cigarettes.

- ban ten packs.

So depending the low negotiating over the year the budget of the lobby can vary.



What was the
outcome?

- In France finally the pictorial warnings covers the 50% of bottom of the pack, which is less efficient than it was supposed to be.
- E-cigarette are now considered as a tobacco product
- The flavored tobacco still exist in different forms

Ex: The tobacco is now directly minty and not the filter as it was the case before.



Conclusion: a personal conclusion about your case-study.

- Lobbying is anti-democratic. It goes against the interest of the population. It uses politics for private benefits.
- In other hand PMI says the argument that we remain silent in the face of proposals that interest us makes no sense.
- So we think lobby should be consultative only, and submitted to the authority of the countries and not influencing for its private benefits.

Sites used

<https://www.opensecrets.org/federal-lobbying/clients/lobbyists?cycle=2019&id=D000055403>

<https://www.pmi.com/who-we-are/standards/transparency>

<https://www.pourquidocteur.fr/Articles/Question-d-actu/22222-Tabac-documents-internes-revelent-strategie-Philip-Morris>

<https://www.lefigaro.fr/societes/2013/09/21/20005-20130921ARTFIG00321-philip-morris-epingle-pour-ses-pratiques-de-lobbying.php>

<https://corporateeurope.org/sites/default/files/publications/ceolobbylow.pdf>



The End

Any questions?

Feel free to ask!