



## **bolero.net signs up 1st tobacco company**

### **Japan Tobacco Inc joins Bolero community**

22 October 2001

Japan Tobacco Inc (JT) today signed up to bolero.net, the cross industry community that allows international trade to be administered on the Internet. The company becomes the first representative of the tobacco industry to join the Bolero Community.

Japan Tobacco Inc is the third largest international tobacco company in the world based in Japan and owns three of the five most famous cigarette brands in the world: Mild Seven, Camel, Salem and Winston. JT also has substantial non-tobacco interests including soft drinks, processed food, and pharmaceuticals.

The Bolero System is currently being used in parallel with traditional paper-based methods of processing trade documentation on shipments of cigarettes from Japan to JT subsidiaries in Asia including Taiwan. The plan is to extend the bolero.net application to the importation of materials and other items and evaluate whether bolero.net will be useful on its own to administer the shipments and to phase out paper.

According to Mr Eiji Ito, Japan Tobacco Inc's Deputy President, Tobacco Business, "JT has begun an aggressive effort to be a highly competitive international player in our industry. This includes increasing productivity and efficiency and constantly thinking of ways to innovate. As a system that takes the inefficiencies out of international trade, adopting bolero.net is therefore an important part of our strategy."

"Japan Tobacco is demonstrating its market leadership in e-commerce with this commitment to bolero.net," says commercial director Peter Scott. "bolero.net now provides the world trade community with a way of doing business electronically that is secure, offers legal certainty, has adopted open standards, and is guaranteed by a neutral third party."