



Promotion and Market Development Committee

5th meeting

4 March 2013 (14:30)

London, United Kingdom

Draft Agenda

Item

Document

1. Draft Agenda – to adopt

PM-20/12 Rev. 1

2. Chairperson and Vice-Chairperson for 2012/13 – to appoint

verbal

The Committee will re-appoint Mr Andrea Illy of EU-Italy as Chairperson and will appoint a Vice-Chairperson for 2012/13 from the category of exporting Members.

3. Promotion and market development under the International Coffee Agreement (ICA) 2007 – to consider

[ICC-109-13](#)
[PM-21/12](#)
[PM-24/13](#)

The Chairperson will report on the implementation of the Plan for Promotion and Market Development approved by the Council in September 2012 (see document ICC-109-13).

The Committee will consider draft terms of reference for a Steering Group on Promotion (see document PM-21/12) and a draft Agreement (see document PM-24/13).

The Executive Director will report on CoffeeClub, Coffee and Health and research.

4. Promotion and Special Funds – to consider

FA-50/12

In September 2012, the Finance and Administration Committee agreed that the question of potential uses of the Special Fund should be referred to the Promotion and Market Development Committee and exporting Members.

5. **Implementation of the Coffee Quality-Improvement Programme (CQP) – *to consider*** [PM-22/13](#)
[PM-23/13](#)

The Head of Operations will introduce reports on gradings for Arabica and Robusta coffees and the implementation of the CQP, and will also report on information received from Members on national coffee quality standards.

6. **Other business – *to consider*** verbal

7. **Date of next meeting – *to note*** verbal

The next meeting will take place in Belo Horizonte, Brazil at the time of the 111th Council Session from 9 to 13 September 2013.