



Promotion and Market Development Committee
5th meeting
6 March 2013 (14:30)
London, United Kingdom

Draft Agenda

Item **Document**

1. **Draft Agenda – to adopt** PM-20/12

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](#)
to follow

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.

The Executive Director will report on CoffeeClub, Coffee and Health and research. As noted at the last meeting, exporting Members will consider the use of Special Fund resources for coffee and health programmes.

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 to follow

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.