

**Promotion and Market Development Committee**6<sup>th</sup> meeting

9 September 2013 (14:30)

Belo Horizonte, Brazil

**Draft Agenda****Item****Document****1. Draft Agenda – to adopt**

PM-26/13 Rev. 1

**2. Promotion and market development under the International Coffee Agreement (ICA) 2007 – to consider**[ICC-110-13](#) (Annex IX)

The Executive Director will report on the implementation of the Plan for Promotion and Market Development, coffee and health and research. The Committee and representatives of the multi-stakeholder network attending these meetings will consider the next steps for implementing the network.

The Committee will consider the composition of a Steering Group on Promotion for 2013/14 and 2014/15 (see Annex IX of document ICC-110-13).

**3. Fundraising and communication strategy – to consider**

PM-30/13

The Head of Operations will introduce document PM-30/13 containing a summary of a fundraising and communication strategy. The full proposal is available from the ICO Secretariat upon request.

**4. Promotion and Special Funds – to consider**

verbal

In September 2012, the Finance and Administration Committee agreed that the question of potential uses of the Special Fund should be referred to this Committee and to exporting Members. The Executive Director will report on the outcome of further consultations with exporting Members on proposals for promotion activities.

5. **Implementation of the Coffee Quality-Improvement Programme (CQP) – to consider** [PM-27/13](#)  
[PM-28/13](#)  
[PM-29/13](#)

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

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

*Chairperson and Vice-Chairperson for 2013/14:* The Council will approve the composition of the Committee for 2013/14 during its 111<sup>th</sup> Session in September 2013. At its first meeting in March 2014, the Committee will appoint a Chairperson and Vice-Chairperson for 2013/14.

The Executive Director of the Alliance for Coffee Excellence Inc. will make a presentation on the contribution of a CFC/ICO project on gourmet coffee to developing the specialty coffee sector.

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

The next meeting will take place in London at the time of the 112<sup>th</sup> Council Session from 3 to 7 March 2014.

REFERENCE DOCUMENTS
<a href="#">Plan for Promotion and Market Development</a>
<a href="#">Terms of reference for the Promotion and Market Development Committee (Annex IV)</a>
<a href="#">Terms of reference for the Steering Group on Promotion (Annex IX)</a>
<a href="#">Coffee Quality-Improvement Programme (ICC Resolution No. 420)</a>