



Promotion and Market Development Committee
9th meeting
4 March 2015 (14:30)
London, United Kingdom

Draft Agenda

Item

Document

1. Draft Agenda – to adopt

PM-41/14 Rev. 2

2. Chairman and Vice-Chairman for 2014/15 – to appoint

verbal

The Committee will appoint a Chairman and a Vice-Chairman for 2014/15, who shall be from different categories of Members in accordance with the terms of reference. Precedent indicates that the Chairman should be from an exporting Member, and the Vice-Chairman from an importing Member.

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

[ICC-109-13](#)

The Chairman will give an update on the Plan for Promotion and Market Development contained in document ICC-109-13.

3.1 Promotion campaign by Mexico – to note

verbal

The representative of Mexico will introduce a book on 'Mexican Coffee: origin and destination' (*Café de México – Origen y destino*) prepared by the Mexican Ministry of Agriculture, Livestock, Rural Development, Fisheries and Food (SAGARPA).

4. Communications – to consider verbal

The Communications Officer will report on the new ICO website design, on engaging with social and traditional media and on the organisation of the ICO/SCAE UK Coffee Education Events.

The Library/Research Assistant will report on the changes being introduced to the Intranet Library and make a short presentation on the use of the ICO Library by the public and Internet users across the world.

5. International Coffee Day – to consider [PM-43/15](#)

The first International Coffee Day will be held on 1 October 2015 and will provide an opportunity to raise the profile of coffee. A document on International Coffee Day will be circulated. The Head of Operations will report.

6. Global Coffee Forum – to consider [ICC-114-6](#)

An update will be provided on the preparations for the Global Coffee Forum.

7. World Coffee Conference – to consider verbal

The representative of Ethiopia will give an update on the preparations for the 4th World Coffee Conference which will take place in Addis Ababa, on 22 and 23 February 2016.

8. Other business – to consider verbal

Projects to promote consumption: The representatives of exporting Members may wish to report on any projects in their countries on the promotion of consumption.

9. Date of next meeting – to note verbal

The next meeting will take place in Milan, Italy at the time of the 115th Council Session from 28 September to 2 October 2015.

REFERENCE DOCUMENTS
Plan for Promotion and Market Development
Terms of reference for the Promotion and Market Development Committee (Annex IV)
Terms of reference for the Steering Group on Promotion (Annex IX)

