



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
2. Chairman and Vice-Chairman for 2014/15 – to appoint The Committee will re-appoint Mr Andrea Illy of EU-Italy as Chairman and will appoint a Vice-Chairman for 2014/15 from the category of exporting Members.	verbal
3. Promotion and market development under the International Coffee Agreement (ICA) 2007 – to consider The Committee will consider the implementation of the Plan for Promotion and Market Development.	verbal
4. Communications – to consider The Communications Officer will report on the new ICO website design and on engaging with social and traditional media.	verbal
5. International Coffee Day – to consider 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 commenting on Oxfam’s participation in International Coffee Day will be circulated. The Head of Operations will report.	to follow

6. 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.

7. 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)